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Automotive News

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Worried makers brace for Middle East war

Automakers braced for the aftershocks of a Persian Gulf war last week as Iraq and the United States headed for a showdown.

The failure of U.S. and Iraqi negotiators to settle their differences brought the industry a step closer to the prospect that a conflict could disrupt the world's oil supply and cast the U.S. economy into further turmoil.

That uncertainty was widely evident at the North American International Auto Show in Detroit, where many of the world's automotive elite had gathered.

Predictions about 1991 were already clouded by recession and the U.S. savings and loan crisis. They were made more difficult last week as the United Nations' deadline for Iraq to remove troops from Kuwait by tomorrow approached.

"Our planning is based on the assumption that if shooting starts, customer buying and dealer orders will drop very dramatically," said Philip Benton Jr., Ford Motor Co.'s president and chief operation officer. Benton added that some dealers have been holding off their orders until the Jan. 15 deadline.

This story was reported by Automotive News Staff Reporters Lindsay Chappell, Laura Clark, Mary Connelly, Phil Frame and Jim Henry.

But there was no universal feeling that war would mean disaster for carmakers.

Ellie Torre, Cadillac's director of marketing, noted that Cadillac fared well during the Korean and Vietnam wars.

And on Wall Street, analyst Ann Knight called consumer confidence the "great unknown."

"Our feeling is that the media coverage of the S&L crisis is more troubling to car-buyers than the possibility of shooting thousands of miles away," said Knight, a first vice president at Paine Webber Inc.

Projections aside, there were more immediate concerns as automakers attempted to protect employees from possible violence.

see IRAQ, page 49

AUTOMOTIVE NEWS/JOE WILKENS

Reviewing their handiwork

Charles Jordan, center, GM vice president in charge of the design staff, chats about Pontiac's Protosport4 concept vehicle with project designers Tom Kearns, left, and Jeff Nasca at the North American International Auto Show in Detroit. Stories and photos from the auto show appear below and on Pages 4 and 29.

Japanese take 2.5 points more in a declining U.S. car market

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

The Japanese continued to get stronger in the U.S. car and light truck market last year, taking ground from the Big 3 carmakers and the Europeans.

Of the 11 car makes that had increased sales last year, six were Japanese and two were American. Japanese-make cars picked up 2.5 points of market share as overall sales fell.

Reversing a downward trend in truck sales from 1988 to 1989, Jap-

see SALES, page 45

TOP 10 SELLERS, '90 CALENDAR YEAR

	Sales
1. Ford F-series pickup	522,034
2. Chevrolet C/K pickup	487,508
3. Honda Accord	417,179
4. Ford Taurus	313,274
5. Chevrolet Cavalier	295,123
6. Ford Escort	288,727
7. Toyota Camry	284,595
8. Ford Ranger	280,610
9. Chev. Corsica/Beretta	277,176
10. Honda Civic	261,502

Source: Automotive News Data Center

'90s will stagger U.S., World Congress told

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Gorman

Lutz

DETROIT — Staggering challenges in the decade ahead could dwarf the nightmares of the 1980s.

That somber news was delivered by two auto industry executives as the 1991 Automotive News World Congress opened last night. The 15th Automotive News World Congress, co-sponsored by *Automotive News* and the University of Michigan Transportation Research Institute, is being held through Wednesday at the Westin Hotel.

In remarks prepared for his keynote address to the opening Sunday night session, Chrysler Motors President Robert Lutz said that an anxiety-stricken automotive industry must tackle some tough realities in the 1990s.

TRW Inc. Chairman Joseph T. Gorman, also in prepared remarks, said industry changes will require "a complete transformation of the OEM/supplier relationship around the world."

Both executives made it clear that the problems of the 1990s could make the hurdles of the 1980s look benign.

"With a recession and possible war staring us in the face, it is no wonder we are edgy tonight," Lutz said. "There are a lot of other things to be edgy about as well. Like a looming bank crisis in America. Like the tremendous overcapacity problems that continue to plague our industry. Like the new three-year labor agreements, which essentially turned labor into a fixed cost. Like the reincarnation of another monster — that nightmare known as the Bryan CAFE bill."

Lutz said the industry doesn't want to face its problems.

"What are some of the things we seem afraid to talk about?" he asked. "Harsh reality No. 1: an auto worker making nine to 14 dollars an hour more than an auto worker working at a transplant will eventually be out of a job if he

see CONGRESS, page 49

TEAMWORK

GM rebuilds Bertone's damaged dream

By Colleen McDonald
SPECIAL CORRESPONDENT

DETROIT — In 30 years of crafting some of the world's hottest cars — heart-pounding classics like Maserati's 3500GT, Ferrari's 250GT, the Lamborghini Countach, the Mustang — Nuccio Bertone has often punched through the barriers of science and form to reach the far limits of design.

He had to come to Detroit, though, to discover that you *can* put Humpty Dumpty back together again.

Bertone, the 77-year-old chairman of Italy's world-renowned Carrozzeria Bertone S.p.A. body works, came to the North American International Auto Show, which opened last week, to unveil his "Emotion" theme car. The design is meant to convey his concept for a new Lotus Esprit, Bertone said.

In one way, the Emotion was to represent a capstone to Bertone's illustrious career — he had never before brought a concept car to a U.S. show.

But on Friday, Jan. 4, when Bertone technicians opened the container in which the model had been shipped from Turin, Italy, what greeted them looked more like the concept for a nightmare. Three short days before its unveiling to the world's press, the Emotion was cracked and scarred.

"It was not until Friday when the Emotion was lifted from the box, that damage over the two rear wheel arches was discovered," Gian Beppe Panicco, assistant to Bertone, confirmed.

AUTOMOTIVE NEWS/JOE WILKENS

Nuccio Bertone at last Monday's unveiling of Emotion concept car.

The prototype car, in reality a plaster model, had been shipped to Detroit by air. According to reports that Panicco said he could not con-

see BERTONE, page 48

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FORECAST '91

Peace: Would sales rise or not?

The Big 3 predict sales will improve with the resolution of the Middle East crisis, but one analyst disagrees. "There were trouble signs in the economy before Kuwait," says Kidder Peabody analyst Jack Kirnan. See Economic Forecast '91 on Pages 16-20.

Group launches boycott of Chrysler, cites Playboy ads

By Arlena Sawyers
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. many have to do battle with a conservative religious group in its fight to stop market share erosion.

The group, the American Family Association, is a formidable opponent. It once pressured a convenience store chain into halting sales of select men's magazines and convinced a pizza chain to stop advertising on a television program it found objectionable.

Now, it has turned its wrath on Chrysler Corp. The association is asking readers of its publications to boycott Chrysler because the carmaker is running ads in *Playboy*, which the group deems pornographic.

American Family Association is a Tupelo, Miss., non-profit religious group that opposes sex, violence and profanity on television and materials it deems obscene.

The Jeep ads in the January issue of *Playboy* mark the first time in recent history that Chrysler or any domestic manufacturer dared to advertise in the men's magazine noted for pictures of nude women.

Automobile manufacturers usually avoid advertising in adult-oriented publications such as *Playboy* and *Penthouse* because they can reach those readers by other means, and because there is the risk of offending some buyers, said other automobile marketing and advertising executives.

"It's not worth the grief," said one advertising executive asked not to be named.

Jeep ads also appear in the February issue of *Playboy*, which is already available. The ads are part of Chrysler's 10-page commitment with *Playboy* in 1991, said Chrysler spokesman Steve Harris.

Harris said Chrysler decided to advertise in *Playboy* because its readers are mostly upscale, young and male and because Chrysler was able to negotiate a good deal.

"They (*Playboy*) came to us with a good package," said Harris. "We're always concerned when anyone is offended. We'll take it into consideration when we make future (media buying) decisions."

John Damoose, Chrysler marketing vice president, made the decision to advertise in *Playboy*. Damoose was not available for an interview last week, Harris said.

Harris denied the media schedule is related to Chrysler Chairman Lee Iacocca's interview in *Playboy's* January issue.

Donald Wildmon, president of American Family Associations, said he is disappointed about Iacocca's interview but not surprised.

"Any chief executive officer who would grant *Playboy* an interview would place ads in it," Wildmon said.

American Family Association called for the boycott in the January 1991 issue of its monthly magazine, *American Family Association Journal*, and the group's supplemental insert for church newsletters and bulletins, *Christians & Society Today*.

American Family Association Journal has a mailing list of 425,000, Wildmon said.

While Harris said he doesn't know if Chrysler advertised in *Playboy* before, Cindy Rakowitz, vice president of public relations for Playboy Operating Groups, said Chrysler has advertised in the publication within the last 10 years and that Volkswagen of America Inc. is also an advertiser.

She said independent studies indicate that few consumers get involved in economic boycotts simply because it sponsors a particular television show or advertises in a particular publication.

In 1986, the group pressured 7-Eleven stores to cease selling publications such as *Playboy* and *Penthouse* magazines, and under the threat of a boycott convinced Domino's Pizza to stop advertising on NBC television's "Saturday Night Live" because of a skit it found objectionable.

ONE PRICE ONLY

Gordon Stewart dumps the wheelin' from car dealin' and wins customers

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

GARDEN CITY, Mich. — Patricia Gasko brought her husband along to watch her in action as she wheeled and dealed for a new family minivan.

But she says she ultimately got the best deal around just by walking into Gordon Chevrolet and paying the price in the window.

"I didn't believe this no-hassling, no-bickering, no-problems approach in getting a low price on a car," said Gasko, who drove 40 miles from her home in Howell, Mich., to get to Gordon.

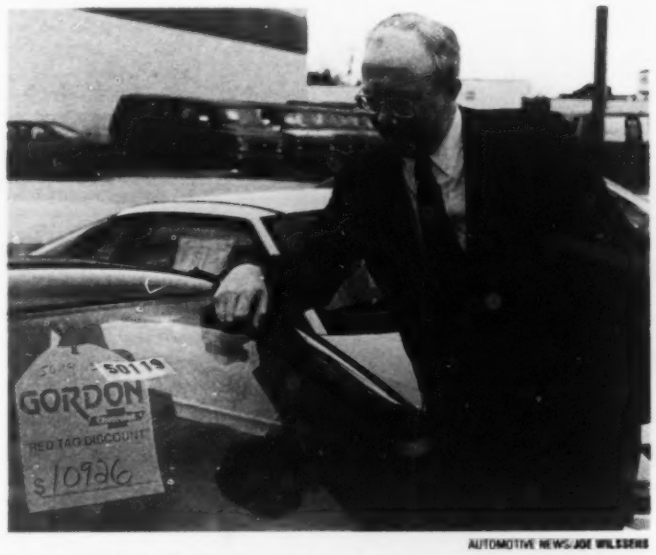
"But when I saw the red tags on the cars, I couldn't believe it. The 1990 Astro conversion minivan I bought had a red-tag price of $16,051, regularly a $24,000 van. I know that's for real because I've shopped around. But my husband was a little disappointed that he didn't get to see me do my stuff."

Gordon Stewart is challenging the stereotype of wheeling-dealing car salespersons. His Chevrolet-Geo dealerships in suburban Detroit practice one-price selling on cars and trucks — no haggling, no horsetrading and no negotiation.

Other dealerships have tried to list actual selling prices, but most have failed and have returned to dickering. Stewart says he's doing great and won't go back.

Another form of one-price car selling is the $49 over the factory invoice concept developed in the late 1970s by Howard Van Bortel. Customers are given copies of the new car or truck invoice and pay only $49 over factory price for cars in stock. For cars ordered, the customer pays $49 below factory invoice. The customer gets any rebate when the car is delivered and pays no prep or dealer document fee. Dealers who use this method live on dealer holdbacks and floor plan interest credit.

Stewart, 45, bought what is now Stewart Chevrolet in Woodhaven in July 1980 and Gordon Chevrolet in Garden City in June 1983. The revolution came in 1987, when he switched over to bottom-line pricing for new and used vehicles.



AUTOMOTIVE NEWS/JOE WILSEREK

Detroit-area dealer Gordon Stewart began tagging new and used cars with a no-dicker price in 1987.

Stewart says sales volume at his Garden City dealership has doubled since adopting red-tag pricing. Combined new-car and truck volume for both stores rose from 2,102 in 1987 to 3,134 in 1990, a down year for the industry.

"People smile and chuckle when they first sit down to talk with a salesperson before they realize we're serious, and the price is what it says on the tag," Stewart says. "Once you're past that point, your credibility heightens with customers, and the sales transaction ac-

see STEWART, page 28

Saturn survey shows buyers bypassed imports

DETROIT — Thomas Shaver, Saturn Corp. director of consumer marketing, said he is "thrilled" with the results of a recent survey of Florida and California Saturn buyers that indicates Saturn's import-busting marketing strategy is right on target.

Of 400 Saturn buyers surveyed, 80 percent listed a non-General Motors vehicle as their second choice. Sixty percent of those who listed non-GM vehicles named Japanese imports. Only 4 percent of the buyers surveyed listed Geo as their second choice. Saturn sold 1,881 cars during the 1990 calendar year.

The survey also showed: the Saturn buyer's median age is 41; 50 percent are college graduates; and the median income is $50,000.

— Arlena Sawyers

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EPA's clean air man lifts legal fog surrounding new law

By Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — The hard part is over for William G. Rosenberg, the assistant administrator who carried the banner for the EPA during last year's clean-air debate.

No more sleepless nights, wrangling with Congress, endless meetings at the White House or tightrope balancing the concerns of industry and environmentalists. The nation now has a new Clean Air Act.

The auto industry faces a new round of mandates including an order to build as many as 300,000 cars annually that run on alternative fuels by 2000.

And Rosenberg, who penned the provisions, will be in charge of carrying them out as the federal government's top air-quality cop: assistant administrator for air and radiation.

Now that the politicking is over, Rosenberg's staff has to translate the 200-plus pages of legalese into regulations. The first installment, a calendar of events, or "implementation plan," as approved by the White House, is due this week.

Writing the regulations should be considerably easier than the political process, says Rosenberg, 50, who was dubbed the "pit bull of clean air" by a Detroit newspaper after taking office in 1989.

He has also been disparagingly called a "clean air head" and one of "EPA's garbage men." And a *Wall Street Journal* editorial has noted that "Mr. Rosenberg is widely credited with working to make the recently passed clean-air bill as onerous as possible."

Rosenberg begs off on taking that much credit, saying that he, on behalf of the EPA, tried to put the president's proposal into place.

Automobiles were dealt a complicated and expensive role in cleaning the air — an estimated $800 per car if a second tier of tailpipe standards takes effect. Rosenberg says that's because cars represent more than half the problem.

Cars continue to be prime culprits in urban air pollution because they're driven more today than in 1977 when the first clean-air bill was passed.

"As we increase fuel economy and as we reduce the emissions from cars, we're offsetting a lot of those improvements in increased use of vehicles," Rosenberg says calmly in his soft Brooklyn accent. "We end up with a pollution problem that is almost as severe as when we initially started."

KEN HEINEN

Since autos cause more than half the pollution problem, they must bear more of the clean air burden, says the EPA's William Rosenberg.

Years of living in Michigan haven't made him "pro-auto."

Rosenberg, who was educated at Syracuse and Columbia universities, practiced law in Detroit in the late 1960s. In the 1970s, he worked for the state of Michigan and later was President Ford's assistant administrator at the Federal Energy Administration. He left the government in 1977 and made millions as

see ROSENBERG, page 31

Larger cars lead sales increase in Japan in '90

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Japanese car and truck sales, fueled by a 69 percent surge in demand for models over 2 liters, jumped 7.4 percent last year, to 5.97 million units, according to a preliminary estimate by the Japan Automobile Dealers Association.

Including minicars, those under 660 cc, the Japanese market grew 7 percent from a year earlier, to 7.77 million units. Sales of the popular midget cars jumped 6.3 percent, to 1.8 million, capturing 23 percent of the total market.

The trade group, which traditionally reports about one week ahead of official industry figures, said import growth again outstripped the increase in domestic sales. Led by demand for German cars, import sales rose 22.9 percent from 1989, to 224,000 units, the association said.

Import market share edged up four-tenths of a percentage point, to 3.7 percent.

Although cars between 660 cc and 2 liters continued to account for the largest single market segment — 3.8 million units, or a 49 percent share — sales increased only 2.8 percent, the trade group said.

JAPAN'S 1990 SALES

Sales of trucks and cars, excluding minicars

	1990 sales	Percent change from '89	Share	Percent change from '89
Toyota	2,504,217	+ 8.5	41.9	+ 0.4
Nissan	1,403,894	+ 6.4	23.5	- 0.2
Mazda	503,085	+11.1	8.4	+ 0.3
Honda	443,826	+ 1.5	7.4	- 0.5
Mitsubishi	426,115	+11.7	7.1	+ 0.2
Isuzu	194,622	- 4.3	3.3	- 0.4
Fuji	85,190	- 3.4	1.4	- 0.2
Daihatsu	49,648	-11.3	0.8	- 0.2
Suzuki	38,420	+ 9.9	0.6	—

SOURCE: Japan Automobile Dealers Association

JAPAN'S 1990 CAR SALES

Car sales, excluding minicars

	1990 sales	Percent share
Toyota	1,893,425	44.0
Nissan	1,056,922	24.5
Honda	440,870	10.2
Mazda	336,548	7.8
Mitsubishi	180,313	4.2
Fuji	73,294	1.7
Daihatsu	43,105	1.0
Isuzu	34,619	0.8
Suzuki	25,908	0.6

Source: Japan Automobile Dealers Association

In the fiercely competitive battle for market share, only three companies — Toyota Motor Corp., Mazda Motor Corp. and Mitsubishi Motors Corp. — came out winners.

- Toyota, with an 8.5 percent surge in car and truck sales to 2.5 million units, gained four-tenths of a percentage point in share, to 41.9 percent.
- No. 2 Nissan Motor Co. gave up two-tenths of a point, falling to a 23.5 percent market share, despite a 6.5 percent increase in unit sales, to 1.4 million.
- No. 3 Mazda, on the strength of an 11.1 percent gain in sales of 503,085 units, enlarged its share of market by three-tenths of a percentage point, to 8.4 percent.
- Sales of fifth-place Mitsubishi jumped 11.7 percent to 426,115 units, yielding a two-tenths of a point increase in share, to 7.1 percent.
- Honda Motor Co., the industry's third biggest overall maker, but No. 4 in Japan, lost one-half of a percentage point of market share, its first setback in seven years. Honda sales increased by only 1.5 percent in 1990, to 443,826 units, giving the company a 7.4 percent market share.
- Daihatsu Motor Co., primarily a minicar producer, reported the largest sales decline. Excluding minis, Daihatsu sales plunged 11.3 percent, to 49,648 units.

Analysts expect the market to cool this year as high interest rates begin squeezing the economy.

December sales were off 2 percent from the year earlier period, the second consecutive monthly decline.

Kawamoto's answer to dim performance? Back to basics

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Honda Motor Co., jolted by figures showing that it lost home-market share for the first time in seven years, intends to go "back to the basics," President Nobuhiko Kawamoto told analysts and journalists here last week.

Honda, the Japanese industry's third-biggest producer but the No. 4 maker in home-market sales, lost a half point of market share in 1990 on car and truck sales of 443,800 units. Despite a 7.4 percent increase for the entire market, Honda's volume rose only 1.5 percent for the year. The automaker had set a target of a 12 percent increase for 1990.

Kawamoto, conceding that "some members of the younger generation in Japan have abandoned Honda," said the carmaker needed to move quickly to "develop attractive products and dealerships in order to exceed our customers' expectations."

"The most important objective for Honda is to enhance our sales operation in Japan to provide the capability of achieving sales of 800,000 autos," he said.

Analysts said they viewed Honda's dip in share as an indication of the company's continuing problems in building up a domestic marketing system. Honda's existing sales system has evolved from a network of small dealers who once sold only motorcycles.

"Honda has never been a big player in the Japanese market," said Neal Doying, who follows the Japanese industry for Baring Securities in Tokyo.

"As a late entry in an already saturated automotive field, Honda moved to the United States to make its name. But the continuing struggle in Japan only emphasizes the discrepancy with Honda's strong showing overseas," he said.

Indeed, Honda surpassed itself in North America last year, selling more than 950,000 units — or more than two cars for every one sold at home. It is aiming for one million units in 1991.

Commenting on Honda's failure to meet its sales target this year, Kawamoto said the company had "learned from this experience" and would respond by introducing a new car this spring.

The car will represent a new concept and be lighter and more fuel efficient, he promised. It is intended only for the Japanese market, at least for now.

Honda also will start importing the Accord wagon from the United States, in addition to the coupe.

Besides new models, Honda will try to expand its dealer network and to add more salesmen in the next three years, Kawamoto said.

"Honda's strong point has been car development, not marketing," said analyst Koji Endo of Nomura Securities. "And when the market is strong, those with strong sales networks score better."

Honda attributes part of its problem in the domestic market to the lack of a new model in the subcompact car segment. A new Civic and Prelude are due next year.

Toyota Motor Corp. managed an 8.5 increase in sales last year despite a similarly aging lineup, Doying said.

The difference between the two is that "Toyota's dealerships can continue to move products, even at the end of their cycle," he said.

Part of Honda's problem in the domestic market was due to "some weakness on our part in sales and services, which we will seek to correct," Kawamoto said. But he acknowledged that Honda's focus on becoming a global company during the latter half of the 1980s may have distracted the company from developments on its home turf.

"At the same time, Japan was becoming more of a niche market, and the two trends did not mesh with each other," he conceded.

By over concentrating on four-door family sedans, he said, Honda missed the shift to three-door cars by younger Japanese buyers. "For good or for bad, Honda's management tendency is to go to one extreme or the other," he said.

Henceforth, Kawamoto said, Honda will attempt to give models individual treatment to fit specific segments in the domestic market, and to make the Accord "more conspicuous" in Japan.

Honda President Nobuhiko Kawamoto, conceding that "some members of the younger generation in Japan have abandoned Honda," said the carmaker needed to move quickly to "develop attractive products and dealerships in order to exceed our customers' expectations."

High-performance Stealths exceed sticker's limit

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Porsche and Ferrari owners are buying them as second cars. They compete in the market with Corvette ZR-1s. And they are part of the Dodge family.

For a change, Dodge dealers have a hot seller in the new Stealth R/T twin-turbo 300-horsepower 2+2 sports car, which is commanding as much as $10,000 over its $30,000 sticker price.

This limited-edition, all-wheel drive, four-wheel steer sports car is built by Mitsubishi for Dodge and accelerates from 0-60 mph in 4.6 seconds, and according to dealers, attracts the attention of anyone over age 16.

"Finally Dodge has got back into the sports car market," said Shawn Kasper, sales manager for Luke Potter Dodge in Winter Park, Fla., who sold the dealership's first Stealth R/T for $8,000 over sticker. "It's the same design as European sports cars, but it's an all-around superior vehicle that sells for $20,000 to $30,000 less."

Dodge dealers say they have BMWs and Ferrari drivers pulling into their lots to discuss the purchase of the new 160-mph dynamo, a sight they never thought they would see.

"Car enthusiasts are buying them if they can get their hands on them," said Duane Emery, sales manager at Kearney Mesa Dodge in San Diego, who sold two of the Stealth R/Ts for $10,000 over sticker price. "Owners of Porsches, Ferraris, Corvettes and BMWs are interested in them because of the way the car is put together — the way it looks and performs."

Jack Mayberry, salesman at Celebrity Dodge in San Jose, Calif., says his dealership won't even take deposits on the car until it lands in the showroom, and is selling each for $8,000 over sticker.

Tom Conland, salesman for Tate Dodge in Glen Burnie, Md., said the second Stealth R/T the dealership received was rolled in the door at 3 p.m. and sold at 3:30 p.m.

But Midwest and Northeast dealers are having to settle for selling Stealth R/Ts at sticker, at least until the weather breaks and sports cars are in demand again, says Pat Gilmore, sales manager at Chicago's Haggerty Dodge.

Only 1,200 Stealth R/Ts are planned for 1991 model year production; 676 were sold by Dec. 31.

ECONOMIC FORECAST '91

ANALYSTS: *A year of split personalities; somber first half, brighter second*

By Liz Pinto
AUTOMOTIVE NEWS STAFF REPORTER

Auto analysts predict 1991 will look like two different worlds — recession in the first half and mild recovery in the second.

The panel of 10 automotive analysts interviewed by *Automotive News* based their predictions on a mild recession scenario for 1991, but they did not factor a Middle East war into their base forecasts.

"The economic problems we have, we have whether or not we have a Middle East crisis," said Jean-Claude Gruet of UBS Securities.

Wendy Needham of Smith Barney in New York said, "The fourth quarter of 1990 was the worst and we are looking for a recovery starting the end of the second quarter. So this time next year things should look a lot better than they do now."

Most analysts see the economic problems affecting car sales separate from the Middle East crisis, but concede that a Middle East war would only further recede consumer attitudes. Those consumer attitudes already are "abysmally low" says Maryann Keller of Furman Selz Inc. in New York.

The analysts compare consumer confidence levels to those dominant during the last recession in 1982, with peace in the Middle East offering modest improvement but not enough to return attitudes to the robust levels of recent years.

Further erosion of consumer confidence could come with more corporate staff cutbacks in the first half of 1991 as industries prepare for a recession, which Jack Kirnan of Kidder Peabody says will have a major impact on the product mix of the industry.

"Who buys minivans, sport-utility vehicles, full-sized luxury passenger cars? It is largely speaking white collar workers. If they're bearing the brunt of unemployment, the mix issue becomes a problem for the industry. Blue collar workers are more loyal to the Big 3 but buy less expensive vehicles than do white collar workers, compounding earnings record of the Big 3," Kirnan says.

Consumers are more nervous about their economic future than about the Middle East crisis, says Ann Knight of Paine Webber in New York. Concerns about retirement, children's education, rising health care costs and higher taxes weigh heavily on consumers in 1991 and will be contributing factors in a decline in automotive sales, according to analysts.

Kirnan said there has been a modest increase in small-car market share in the last four months, but a "noticeable deterioration" in larger vehicles, minivans and sport-utilities.

Long- and short-term interest rates are expected to decline in 1991, but with little effect on car sales.

Half the analysts interviewed said there would not be a Big 3 market-share winner in 1991; the other half agreed that General Motors would be the biggest share winner of the Big 3.

Most of the analysts believe Chrysler Corp. will be the biggest market-share loser among the Big 3.

"It's not so much product related, but the purchase of 9.8 percent of Chrysler's stock by (Kirk) Kerkorian that I'm concerned about," said Michael Luckey of the Luckey Consulting Group. "I just don't believe he's in it for a long-term investment and am afraid he's going to stir up trouble for Chrysler that could result in buyers becoming concerned about the future of the company."

Many of the analysts believe that the worst of the market-share losses are now behind the auto industry. "There will be some share movements between Big 3," said Needham, "but production in North America will be stable, so to a large extent the worst is probably already behind us."

Forecasts for 1991 total U.S. motor vehicle sales averaged 13.4 million, some 500,000 units below 1990 totals. Forecasts for 1991 new-car sales in the United States averaged 8.9 million, compared to about 9.3 million in 1990, and new-truck sales predictions for 1991 averaged 4.5 million, a drop of about 100,000 from 1990 totals.

"To get auto sales to rebound, we need recovery in real wage income growth, which just turned negative," said Gruet. "We need to see recovery in residential real estate prices, because homes are the primary saving vehicle of the people. If homes are worth less, people become defensive and buy less."

Toyota and Honda are expected to be the biggest share gainers of the imports, with Volvo, Subaru, Nissan and Hyundai losing market share in 1991. Import car sales for 1990 were about 2.6 million and analysts predict 1991 import car sales to be about 2.4 million.

European car sales are expected by all the analysts to continue to decline, mainly because of the new 10 percent luxury tax that took effect at the start of the year.

The U.S. unemployment rate is expected to average 6.7 percent for the year, with the white collar segment of the work force suffering the most.

The 10 analysts surveyed were Bernard Campbell of Data Resources; Jean-Claude Gruet of UBS Securities; John Hammond, J.D. Power & Associates; David Healy, an independent analyst; Maryann Keller of Furman Selz Inc.; Jack Kirnan of Kidder Peabody; Ann Knight of Paine Webber; Michael Luckey of Luckey Consulting Group; Wendy Needham of Smith Barney; and William Pochiluk of Autofacts Inc.

1991 Calendar Year Forecasts

	Bernard Campbell *Data Resources*	Jean Claude Gruet *UBS Securities*	John Hammond *J.D. Powers*	David Healy *Independent*	Maryann Keller *Furman Selz Inc.*	Jack Kirnan *Kidder Peabody*	Ann Knight *Paine Webber*	Michael Luckey *Luckey Consulting Group*	Wendy Needham *Smith Barney*	William Pochiluk *Autofacts Inc.*
Total motor vehicle sales in U.S. (millions)	13.3	13.0	13.0	13.7	13.5	13.4	13.6	13.4	13.5	13.9
New-car sales in U.S. (millions)	8.8	8.5	8.7	8.9	9.2	9.0	8.9	9.1	8.8	9.2
New-truck sales in U.S. (includes medium & heavy) (millions)	4.5	4.5	4.3	4.8	4.3	4.4	4.7	4.3	4.7	4.7
Imported car sales (millions)	2.4	2.2	2.3	2.2	2.6	2.3	2.4	2.4	2.6	2.6
Imported truck sales	308,000	535,000	350,000	570,000	600,000	450,000	460,000	600,000	600,000	560,000
Biggest new-car market share gainer, Big 3	None	None	None	GM	GM & Ford	GM	GM	None	None	GM
Biggest new-car market share loser, Big 3	Chrysler	GM	GM	Ford	Chrysler	Chrysler	Ford & Chrysler	Chrysler	Ford	Chrysler
Biggest new-car market share gainer, imports	Toyota	Honda	Honda & Toyota	Honda	Honda	Honda	Toyota	Honda & Toyota	Honda	Honda & Toyota
Biggest new-car market share loser, imports	Volvo	Volvo	Nissan	Volvo	No answer	Nissan	Subaru	Selected Euro imports	Subaru	Hyundai
U.S. economic growth (GNP) 1991	−0.2%	No growth	0.2%	−0.7%	−0.3%	−1.0%	−0.2%	0	−0.1%	−.3%
Long-term interest rates-1991	Down	Down	Down	Down	Down	Down	Down	Down	Down	Down
Short-term interest rates-1991	Down	Down	Down	Down	Down	Down	Down	Down	Down	Down
Unemployment rate-1991	6.8%	6.5%	6.3%	7.2%	6.6%	6.6%	7.2%	6.5%	6.8%	6.3%
Disposable income-1991	−0.5%	0.5%	Unchanged	−0.8%	No growth	0.5%	No answer	−0.2%	−0.1%	−0.25%
Segments of U.S. economy that will grow in 1991	Exports	Exports	No answer	Services	Health care; agriculture	Health care	No answer	No answer	Services; exports	Exports
Region with most income growth-1991	Northwest	Southwest	Northwest	No answer	Southwest	Midwest & Southwest	No answer	Southwest	Midwest & Southwest	South & Southwest
Region with least income growth-1991	Northeast	Northeast	Northeast	No answer	Northeast	West Coast	No answer	Northeast	Northeast	Northeast & Northwest
European car sales	−5%	−3%	−6.3%	−3-4%	Decline	−5-6%	−1%	Decline	−4%	Decline

HOW CANADA'S NEW TAX LOWERS RETAIL CAR PRICES

Table compares final cost to consumer, based on manufacturer's suggested retail price, before and after Canada's Goods and Services Tax went into effect Jan. 1. Earlier manufacturer's tax of 13.5 percent on wholesale value has been replaced by 7 percent Goods and Services Tax on retail value. Prices in U.S. dollars (U.S.$1 = Canada $1.15).

Car	1990 price	1991 price
Audi V8	$64,174	$61,930
Chrysler LeBaron coupe	$15,825	$15,245
Honda Accord	$17,822	$17,116
Lexus ES250	$28,260	$27,261
Lincoln Continental	$39,546	$38,144
Nissan Sentra	$11,043	$10,504
Pontiac Sunbird sedan	$11,113	$10,605
Subaru Legacy Turbo	$23,039	$22,210
Toyota Tercel (2-dr.)	$ 8,041	$ 7,683
VW Golf (2-dr.)	$ 9,904	$ 9,555

Source: Automotive News

THE 7% SOLUTION

Canadian tax shift lowers cost of cars

By Alex Law
STAFF CORRESPONDENT

TORONTO — Car prices in Canada have dropped by about four percent on average since a new goods and services tax took effect Jan. 1.

Previously, new cars and trucks were subject to a 13.5 percent manufacturers' sales tax, which was applied to manufacturers' costs and built in to the sticker price. That tax has been replaced by the 7 percent goods and services tax, which is added to the final selling price.

The result is consumer prices that are lower by varying degrees, though they generally have been close to 4 percent.

Price drops aren't at uniform levels because manufacturers' costs differ and because the companies are factoring in some specific market considerations. For example, Ford of Canada is lowering the list prices on some vehicles by more than 4 percent so it can claim that it has five vehicles that list for under $10,000 ($8,669 U.S.).

Prices on parts will be affected similarly. But the new tax will increase the labor portion of repair because such services now are subject to a federal tax that was not assessed before. Extended service contracts also are taxable.

On used cars, the goods and services tax is applied to vehicles sold by a dealer — but not by private individuals.

Because the car companies lobbied strenuously for a move to a goods and services tax when it was first proposed a couple years ago, makers and their dealers are generally happy to see it become law. The lower prices now are being looked at as a godsend in an increasingly soft market.

The domestic manufacturers especially are counting on it to reverse the recent slide in their sales.

Ted C. Goellner, Ford of Canada's vice president of sales, says: "We expect the GST will work for us in the first quarter, as customers who delayed purchases from the last three months can now purchase at the lower prices."

Provincial taxes, which range from 4 percent to 12 percent, remain unchanged.

Mitsubishi shifts rental fleet sales to Value subsidiary

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — Mitsubishi Motor Sales of America Inc. will cut back sales to several daily rental companies in 1991 while boosting sales to its own rental subsidiary, Value Rent-A-Car.

Among other things, Mitsubishi wants to reduce the number of program cars that are competing against new Mitsubishi models in dealers' showrooms. The company says it will sell 10,000 fewer units to rental companies than in 1990.

Mitsubishi would not release annual totals, but sources estimate that Mitsubishi had about 45,000 total fleet sales last year, a majority of them daily rentals. Fleet sales accounted for about 25 percent of Mitsubishi's 190,730 car and truck sales last year.

By concentrating sales on Value, Mitsubishi will still be able to maintain a supply of late-model-year used cars, but will have more control over pricing. And according to one dealer, Mitsubishi could ask Value to keep cars in its rental fleets longer. That would make the program cars less of a competitive threat to new models.

Mitsubishi says that much of the decrease to other daily rental companies will come in the first quarter, when it will sell a total of 8,200 units to daily rental fleets. Budget Rent A Car Corp. and Alamo Rent-A-Car have been Mitsubishi's two biggest customers.

Mitsubishi purchased a controlling stake in Florida-based Value last June, becoming the first importer to buy a U.S. rental car firm. Value has fewer than 30 facilities in the Southeast, Arizona, Colorado and Nevada.

Since then, Mitsubishi has been trying to wean Value of its non-Mitsubishi product. In 1991, Mitsubishi hopes to account for 85 percent of Value's approximately 25,000 units, or 21,250. Mitsubishi wants to push volume to 40,000 in the mid-1990s by moving into new markets such as California.

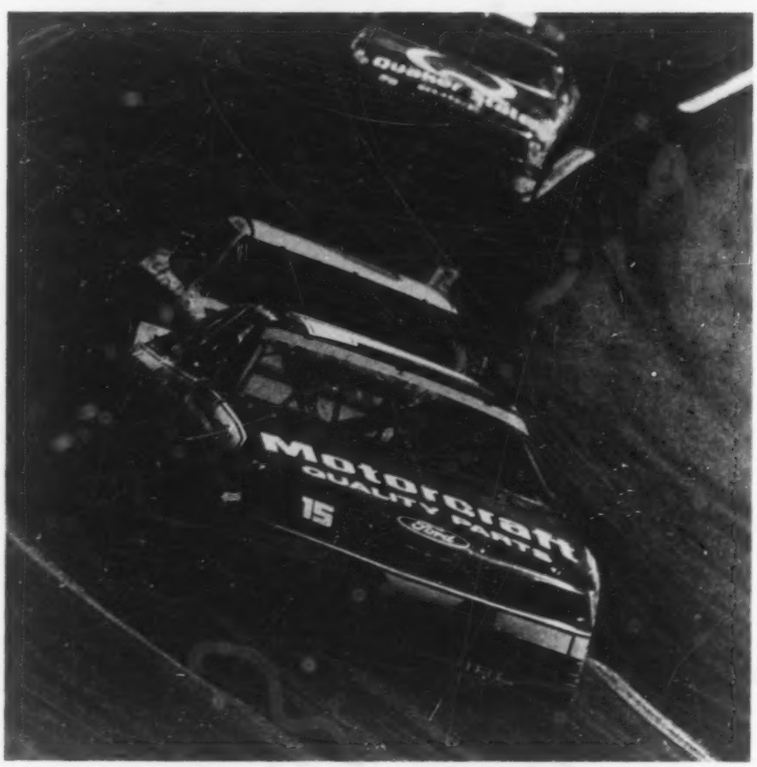
"Value was still buying Fords last year because they were getting such a good price on the cars," says Richard Recchia, Mitsubishi executive vice president. He said Mitsubishi "just can't compete" with the prices such companies as Ford and General Motors are asking and still sell to so many fleets. "If we're going to make a sweetheart deal for anyone, we want to do it for our own company."

Mitsubishi dealers said they welcomed the move, but one former dealer called the measure "too little, too late." An automotive resale analyst said Mitsubishi's resale values for used cars have suffered because the company has "dumped too many cars onto the market that they have to buy back."

Ramsey Gillman, owner of Gillman Mitsubishi in Houston and president of Mitsubishi's dealer advisory board, said: "They've had too many cars out there. Every time you sell a buyback car, a program car, you probably could have gotten the guy into a new car."

Joe O'Brien, principal at Parkway Mitsubishi in Normal, Ill., says Mitsubishi has an aggressive program to get dealers to attend auctions and purchase fleet buybacks.

WHEN IT COMES TO LIVE AUTO RACING, TNN IS IN THE DRIVER'S SEAT.



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SALES

FROM PAGE 1

anese-make trucks picked up 1.3 points. Ten of 18 truck makes had increased sales last year; six of those were Japanese.

Last year was the worst year for selling vehicles in the United States since 1983. A total of 13,886,809 cars and light trucks were sold in this country in 1990, a 4.6 percent drop from 1989 totals and 2,171,733 fewer vehicles than were sold during the record year of 1986.

Combined car and truck sales by Big 3 manufacturers, including captive imports, dropped 6.9 percent to 9,949,472, and the Europeans fell 4.5 percent to 469,303 units.

Truck sales for the Big 3 dropped 5.4 percent, and the Big 3 truck market share fell from 84.9 percent to 83.6 percent.

Clear winners in the sales race last year were American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc.

General Motors was the only Big 3 carmaker to pick up market share last year, and Nissan North America Inc. was the only major Japanese manufacturer to lose ground.

Despite hefty incentives by the Big 3 throughout the entire year, GM was the only Big 3 manufacturer to gain market share. GM's light vehicle sales of 4,934,308 were a 3.4 percent drop from 1989. But GM's market share rose 0.4 of a percentage point to 35.5 percent. Ford Motor Co.'s share slid 0.7 of a percentage point to 23.9 percent; Chrysler's share dropped 1.6 percentage points to 12.2 percent.

American Honda came within 5,955 units of dethroning Chrysler Corp. as the third largest corporate seller of cars in the United States.

The Toyota make raced past Dodge to become the No. 3 seller of cars and light trucks in the United States by 166,829 units. Toyota including Lexus trailed combined Chrysler Corp. lines for the No. 3 spot in total vehicle sales by 640,063 units.

Toyota's Lexus Division, in its first full year, sold 63,534 cars, only 112 fewer than BMW and 14,841 fewer than Mercedes-Benz.

Sales by Nissan, including its Infiniti division, dropped 41,849 units largely due to decreased production of its Sentra model in Smyrna, Tenn.

LIGHT-DUTY TRUCK SALES, DECEMBER & YTD

	Dec. 1990	Dec. 1989	12 Mos. 1990	12 Mos. 1989
Vans	8,722	10,032	143,559	166,233
Aerostar	10,373	13,769	177,860	188,130
Club Wagon	1,678	1,878	20,886	25,566
Ranger	17,723	21,360	280,610	284,125
Bronco	2,321	4,886	46,796	62,563
Bronco II/Explorer	19,597	7,889	181,748	108,990
Pickups	30,830	39,435	522,034	566,387
Ford	**91,244**	**99,249**	**1,373,493**	**1,401,994**
Vans	5,807	6,369	100,067	116,282
Sportsvan	479	883	8,334	10,342
Geo Tracker	2,337	1,509	34,358	11,461
Astro	8,026	7,946	121,168	143,941
Lumina APV	3,220	4,849	63,141	9,776
S-10	12,603	13,203	210,318	228,691
S-10 Blazer	10,220	11,898	146,989	178,691
Blazer	1,006	1,912	16,072	22,816
Suburban	3,776	5,090	55,050	65,428
Pickups	32,605	34,777	487,508	522,409
Chevrolet	**80,679**	**88,436**	**1,243,985**	**1,309,837**
Pontiac Trans Sport	**1,883**	**1,263**	**29,875**	**3,226**
Olds Silhouette	**2,135**	**926**	**25,075**	**2,122**
Vans	2,377	3,901	53,359	67,812
Ram Wagon	797	1,638	20,571	24,055
Voyager	13,475	17,678	171,527	184,943
Caravan	16,464	20,324	195,276	206,426
Caravan C/V	622	595	10,680	13,150
Town & Country	298	245	2,891	1,812
Ram 50	755	1,476	11,839	28,967
Raider	0	465	1,092	9,450
Ramcharger	460	1,067	10,346	18,973
Dakota	4,882	6,069	74,812	89,294
Pickups	5,340	7,658	87,978	90,302
Chrysler	**45,478**	**61,116**	**640,371**	**735,184**
Vans	2,310	2,369	35,951	40,534
Safari	2,477	1,891	34,300	31,681
S-15/Sonoma	3,210	4,429	45,869	52,601
S-15 Jimmy	2,490	4,162	36,451	44,850
Jimmy	297	603	4,685	6,723
Suburban	2,023	2,140	24,120	23,651
Pickups	11,607	9,754	141,104	148,661
P Model	195	226	2,610	3,696
W-4	97	133	1,280	1,391
GMC	**24,706**	**25,707**	**326,370**	**353,788**
Wrangler	2,694	2,791	49,893	50,726
Wagoneer	359	451	3,788	6,537
Cherokee	9,589	11,064	124,864	156,118
Grand Wagoneer	334	776	6,164	10,715
Comanche	477	1,231	12,154	25,074
Jeep	**13,453**	**16,313**	**196,863**	**249,170**
Daihatsu	**193**	**185**	**4,354**	**298**
Pickup*	5,201	4,550	48,390	46,976
Amigo	463	538	9,780	6,318
Trooper	2,561	5,281	41,990	50,079
Rodeo	1,196	0	5,660	0
Isuzu	**9,421**	**10,369**	**105,820**	**103,373**
Pickup	3,809	4,636	77,409	78,473
MPV	3,771	3,373	43,147	37,277
Navajo	1,058	0	3,409	0
Mazda	**8,638**	**8,009**	**123,965**	**115,750**
Pickup	2,373	1,823	25,542	23,679
Montero	1,584	2,419	14,942	14,118
Van	18	32	739	910
Mitsubishi	**3,975**	**4,274**	**41,223**	**38,707**
Pickup*	7,549	8,255	132,033	131,359
Pathfinder	3,390	1,770	33,031	17,012
Axxess	354	1,229	7,815	9,776
Van	0	30	62	3,409
Hawaii	129	98	2,721	1,632
Nissan	**11,422**	**11,382**	**175,662**	**163,188**
Range Rover	**525**	**588**	**4,582**	**4,822**
Samuari	314	429	4,865	5,041
Sidekick*	604	622	9,114	19,131
Suzuki	**918**	**1,051**	**13,979**	**24,172**
Pickups	13,609	16,481	181,719	206,604
Previa	3,887	370	42,199	4,702
4 Runner	3,767	4,927	48,453	44,644
Land Cruiser	779	344	6,194	5,091
Van	0	83	232	5,373
Toyota	**22,042**	**22,205**	**278,797**	**268,414**
Volkswagen	**367**	**383**	**5,843**	**5,147**
Imports	**57,561**	**58,486**	**755,625**	**723,671**
Industry Total	**316,471**	**351,416**	**4,581,677**	**4,779,192**

*Includes domestic vehicles

Sales charts compiled by Karen Dutkowski

DOMESTIC CAR SALES, DECEMBER & YTD

	Dec. 21, to Dec. 31, 1990	Same Period, 1989	Dec. 1990	Same Month, 1989	Jan. 1 to Dec. 31, 1990	Same Period, 1989
Summit	202	0	479	0	1,037	0
Talon	924	841	2,077	1,709	28,227	7,145
Premier	172	457	738	1,083	18,172	39,546
Total Eagle	**1,298**	**1,298**	**3,294**	**2,792**	**47,436**	**46,691**
Horizon	37	488	94	1,309	11,937	39,315
Laser	810	1,195	1,743	2,535	40,177	21,098
Sundance	2,748	1,346	5,536	4,134	66,590	84,335
Reliant	0	224	0	859	2,371	32,704
Acclaim	4,496	2,569	10,313	6,653	111,405	92,017
Caravelle	0	0	0	0	0	733
Gran Fury	0	0	0	0	0	1,443
Total Plymouth	**8,091**	**5,812**	**17,886**	**15,498**	**231,488**	**271,645**
LeBaron A	554	0	1,277	0	29,911	787
LeBaron J	1,546	2,301	3,255	5,171	57,881	83,965
LeBaron GTS	0	38	0	119	1,544	4,547
Fifth Avenue (rwd)	0	42	0	118	740	11,338
Fifth Avenue (fwd)	1,362	1,327	3,460	2,972	38,495	11,645
Imperial	507	305	1,729	1,449	13,518	2,226
New Yorker C	600	859	1,335	2,254	39,252	73,430
New Yorker E	0	0	0	0	0	237
Total Chrysler	**4,589**	**4,872**	**11,056**	**12,883**	**181,341**	**188,175**
Omni	45	551	103	1,488	11,800	40,185
Shadow	2,739	1,884	5,750	5,807	73,384	82,953
Monaco	168	0	1,017	0	12,818	0
Daytona	605	1,260	1,400	2,872	34,253	64,097
Aries	0	199	0	729	1,915	31,480
Lancer	0	41	0	84	1,081	3,113
Spirit	2,862	2,253	7,903	8,549	61,152	76,558
Diplomat	0	0	0	0	0	2,551
Dynasty	4,573	3,077	10,951	7,794	108,436	109,250
Dodge 600	0	0	0	0	0	808
Total Dodge	**10,992**	**9,265**	**27,124**	**25,323**	**334,839**	**410,995**
CHRYSLER MOTORS	**24,950**	**21,247**	**50,180**	**53,698**	**795,996**	**917,596**
Escort	7,596	7,273	19,032	18,142	286,727	333,535
Mustang	2,539	2,947	6,309	6,860	124,135	161,148
Tempo	6,952	6,657	14,134	15,772	215,290	228,426
Taurus	9,065	10,835	23,325	24,450	313,274	348,061
Thunderbird	2,499	2,547	6,177	5,524	106,124	120,645
Probe	1,444	3,314	3,307	7,493	103,062	133,650
Crown Victoria	4,251	3,576	10,405	7,146	118,017	108,085
Total Ford Div.	**34,346**	**37,149**	**83,689**	**85,387**	**1,266,629**	**1,433,550**
Topaz	2,323	2,522	4,366	5,701	70,753	85,732
Sable	2,636	3,113	6,170	6,919	96,803	110,962
Cougar	2,582	2,172	5,224	4,695	76,313	99,674
Grand Marquis	2,036	3,178	5,553	6,959	101,737	111,575
Total Mercury	**9,577**	**10,985**	**21,315**	**24,274**	**345,606**	**407,943**
Continental	2,908	1,338	5,391	4,389	62,732	56,441
Town Car	6,024	3,906	14,641	9,486	148,689	119,254
Mark VII	366	413	918	1,104	20,239	24,620
Total Lincoln	**9,298**	**5,657**	**20,950**	**14,979**	**231,660**	**200,315**
Total L-M Div.	**18,875**	**16,642**	**42,265**	**39,253**	**577,266**	**608,258**
FORD MOTOR CO.	**53,221**	**53,791**	**124,954**	**124,640**	**1,845,895**	**2,041,808**
Skyhawk	0	78	0	224	827	16,452
Somerset/Skylark	3,715	2,421	6,919	4,729	92,749	63,725
Century	3,508	4,094	7,383	11,050	112,181	134,682
Regal	3,382	1,833	7,593	4,185	90,428	76,003
LeSabre	3,594	4,300	7,557	10,161	150,924	147,321
Reatta	134	56	411	281	6,599	7,905
Electra/Park Ave.	2,784	1,780	5,979	4,652	62,953	77,621
Riviera	485	521	1,111	1,388	20,006	19,208
Total Buick	**17,602**	**15,083**	**36,953**	**36,670**	**536,867**	**542,917**
Cimarron	0	0	0	0	0	225
Allante	164	27	300	146	3,407	3,276
Seville	1,992	907	2,790	2,323	33,228	23,030
DeVille	6,647	4,584	13,240	10,558	168,832	170,459
Brougham	1,441	1,820	2,897	3,968	29,869	39,858
Eldorado	894	675	1,809	1,727	22,832	30,051
Total Cadillac	**11,138**	**8,013**	**21,036**	**18,722**	**258,168**	**266,999**
Geo Metro	2,549	0	8,863	165	52,409	165
Geo Prizm/Nova	2,929	4,153	9,503	11,289	109,631	89,710
Cavalier	6,954	8,485	21,552	22,226	295,123	295,715
Camaro	1,019	1,324	2,771	3,371	77,599	95,469
Celebrity	113	584	249	2,101	28,368	141,796
Corsica/Beretta	4,570	5,915	13,023	14,804	277,176	326,006
Lumina/Monte Carlo	4,616	6,002	14,043	15,842	218,288	111,149
Caprice	3,747	2,535	8,459	6,941	154,067	148,823
Corvette	874	522	1,893	1,631	22,690	23,928
Total Chevrolet	**27,371**	**29,520**	**80,356**	**78,370**	**1,235,351**	**1,232,761**
Firenza	0	0	0	0	0	12
Calais	5,885	2,481	9,393	5,739	103,034	95,254
Cutlass Ciera	3,145	3,332	7,336	7,299	133,446	190,720
Cutlass Supreme	4,621	3,918	8,675	8,316	111,519	99,898
88	4,461	2,911	7,911	7,897	101,143	138,357
98	2,169	1,338	3,810	3,423	48,025	65,671
Toronado	640	831	1,222	1,120	14,614	10,125
Total Oldsmobile	**20,921**	**14,611**	**38,347**	**33,794**	**511,781**	**600,037**
Fiero	0	0	0	0	0	1,961
Sunbird	2,435	3,112	10,370	7,944	123,421	101,991
Firebird	436	849	1,450	2,052	38,580	55,030
Grand Am	4,567	5,275	10,965	13,889	202,149	202,815
Pontiac 6000	597	1,821	2,359	4,068	47,628	67,681
Grand Prix	2,591	2,952	7,591	6,634	116,845	113,216
Bonneville H	2,015	1,845	5,005	5,069	68,686	87,642
Safari/Parisienne	0	136	0	168	0	3,991
Total Pontiac	**12,641**	**15,990**	**37,740**	**39,824**	**597,309**	**634,327**
Total Saturn	**494**	**0**	**1,240**	**0**	**1,881**	**0**
GENERAL MOTORS	**90,167**	**83,217**	**215,672**	**207,380**	**3,141,157**	**3,276,941**
Civic	4,209	5,684	8,103	12,589	187,240	174,364
Accord	7,554	9,101	13,865	19,027	276,878	215,108
HONDA	**11,763**	**14,785**	**21,968**	**31,616**	**464,118**	**389,472**
MX-6	997	1,422	1,738	2,414	28,651	39,310
626	1,601	826	2,992	1,299	44,006	2,274
MAZDA	**2,598**	**2,248**	**4,730**	**3,713**	**72,657**	**41,584**
MITSUBISHI	**1,837**	**2,033**	**3,804**	**3,383**	**49,877**	**32,018**
NISSAN	**4,264**	**1,818**	**8,872**	**4,221**	**109,575**	**103,134**
Corolla	6,218	0	10,835	8,087	135,953	81,201
Camry	10,852	0	17,133	15,231	212,587	131,187
TOYOTA	**17,070**	**13,182**	**27,968**	**23,318**	**348,540**	**212,388**
SUBARU	**1,448**	**0**	**3,992**	**0**	**15,818**	**0**
DOMESTIC TOTAL	**207,318**	**192,301**	**470,529**	**453,989**	**6,842,733**	**7,014,851**
IMPORT TOTAL			**190,294**	**196,196**	**2,452,999**	**2,756,171**
INDUSTRY TOTAL			**656,814**	**648,157**	**9,295,732**	**9,771,022**

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Chrysler battered; sales dive

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

The automotive industry was bruised in 1990, but Chrysler Corp. was battered.

The industry watched new-car sales in the United States fall 4.9 percent while Chrysler saw its car sales plummet 15.6 percent. Industry light-truck sales declined 3.9 percent for the year, but Chrysler light-truck sales nosedived 14.9 percent.

Perhaps worst of all for Chrysler, the company's two most profitable vehicle lines — its minivans and the Jeep Cherokee — took a beating from new competition.

Despite Chrysler's attempt to hold up the Cherokee as a sport-utility legend, Cherokee sales fell 20 percent due to the introduction of the Ford Explorer, the four-door Chevrolet S-10 Blazer and the four-door GMC Jimmy.

The competition that began last year in the four-door sport-utility market is likely to intensify as Japanese manufacturers introduce a new generation of higher-volume products within two to three years. Chrysler will volley back with the 1992 introduction of the more aerodynamic Jeep ZJ sport-utility.

Similarly, sales of Chrysler's top-selling vehicles — the Dodge Caravan/Grand Caravan and Plymouth Voyager/Grand Voyager minivans — fell last year. Total minivan sales, including the Chrysler Town & Country, were off 6.4 percent due to new competition and a model changeover.

None of the company's divisions emerged unscathed in 1990. Dodge car and truck sales plunged 16.9 percent. Plymouth sales dropped 13.6 percent. Eagle sales were off 13.0 percent, and Jeep sales fell 21 percent. Chrysler sales dipped just 4.8 percent.

Chrysler Corp. managed to hold on to third place in U.S. new-car sales by selling 5,955 more units than American Honda Motor Co. Inc. last year, but Chrysler's share of the U.S. car market fell to 9.3 percent, down from 10.4 percent in 1989, and its share of the U.S. truck market dropped to 18.2 percent, down from 20.6 percent a year earlier.

Chrysler had anticipated a drop in market share and volume in 1990 and blamed its weak showing on several factors. They included the decision to end production of the high-volume Dodge Omni/Plymouth Horizon subcompacts in February 1990; reduced fleet sales early in the year; and the purchase of 50,600 fewer units last year from Chrysler's Japanese partner, Mitsubishi Motor Corp.

The only bright spots in Chrysler's 1990 performance were sales of the Plymouth Laser/Eagle Talon sport coupes and Chrysler's bread-and-butter sedans, the Dodge Spirit/Plymouth Acclaim.

Laser/Talon sales climbed 142 percent, to 68,404, due to increased availability at the Chrysler/Mitsubishi Diamond-Star Motors joint-venture plant in Normal, Ill. Spirit/Acclaim sales rose 20.2 percent, to 202,557, boosted by generally favorable product evaluations in the motoring press and a controversial advertising campaign that pitted the sedans against the best-selling Honda Accord.

DOMESTIC CAR MARKET SHARES

	December Sales	Pct. of Total	12 Mos., Sales	Pct. of Total
Subcompact	71,231	15.14	998,363	14.59
Compact	138,625	29.46	2,034,698	29.74
Intermediate	167,414	35.58	2,571,281	37.57
Standard	90,646	19.27	1,205,695	17.62
Specialty	2,604	0.55	32,696	0.48
TOTAL	470,520	100.00	6,842,733	100.00

LIGHT-TRUCK MARKET SHARES

(Domestic and Import)

	December Sales	Pct. of Total	12 Mos., Sales	Pct. of Total
C pickup	72,320	22.85	1,103,416	24.03
FS pickup	80,674	25.49	1,242,514	27.06
Minivan	67,370	21.29	933,630	20.34
FS van	22,170	7.01	382,727	8.34
C sport-utility	62,416	19.72	754,781	16.44
FS sport-utility	11,521	3.64	174,009	3.79
TOTAL	316,471	100.00	4,591,077	100.00

C = Compact, FS = Full-sized

U.S. CAR SALES BY MARKETING UNITS

(Domestic totals include captive imports. Import totals include transplants and all corporate divisions.)

	Dec. 1990	Dec. 1989	Percent Change
Alfa Romeo	307	171	0.0%
Aston Martin*	5	5	0.0%
Am. Honda	49,477	61,808	7.6%
BMW	6,862	4,463	1.1%
Buick	36,953	36,670	5.7%
Cadillac	21,036	18,722	3.2%
Chevrolet	85,691	86,272	13.2%
Chrysler	11,213	12,785	1.7%
Daihatsu	564	1,215	0.1%
Dodge	29,912	27,025	4.6%
Eagle	4,042	3,631	0.6%
Ferrari*	80	80	0.0%
Ford	85,077	89,490	13.1%
Hyundai	13,033	10,548	2.0%
Isuzu	662	577	0.1%
Jaguar	2,204	1,879	0.3%
Lamborghini*	13	13	0.0%
Lincoln	20,950	14,979	3.2%
Lotus*	27	27	0.0%
Maserati*	20	20	0.0%
Mazda	14,194	17,118	2.2%
Mercedes	9,158	7,113	1.4%
Mercury	25,898	26,259	4.0%
Mitsubishi	10,481	11,779	1.6%
Nissan Motor	29,962	26,144	4.6%
Oldsmobile	38,347	33,794	5.9%
Peugeot	346	474	0.1%
Plymouth	19,075	17,126	2.9%
Pontiac	39,530	40,741	6.1%
Porsche	801	858	0.1%
Rolls/Bentley*	100	100	0.0%
Saab	2,147	1,444	0.3%
Saturn	1,240	0	0.2%
Sterling	307	381	0.0%
Subaru	8,968	7,646	1.4%
Suzuki	279	306	0.0%
Toyota Motor	66,576	62,110	10.2%
Volvo	5,960	5,898	0.9%
VWoA	9,067	10,038	1.4%
Yugo	250	628	0.0%
TOTAL	658,814	648,157	100.0%
GM	222,767	218,199	34.0%
FORD	131,925	136,768	20.3%
CHRYSLER	64,242	68,987	9.9%
JAPANESE	181,183	186,793	27.8%
EUROPEAN	37,854	33,372	5.8%
KOREAN	13,833	18,548	2.8%

Ford suffers; sales, market share plunge

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

After picking up 4.2 points of car market share in the late 1980s, Ford Motor Co. met 1990 by losing 1.4 points.

Market share dipped to 20.9 percent from 22.3. Car sales totaled 1,943,603, a drop of 10.76 percent from 2,177,866 in 1989.

Only three car lines — Ford Crown Victoria and Lincoln Town Car and Continental — posted gains in 1990.

Ford Division sold 1,321,149 cars in 1990, down 12.09 percent from 1,502,878 in 1989. Lincoln-Mercury sold 622,454 cars in 1990, down 7.78 percent from 674,988 in 1989.

Though 1990 was tough for Ford and Mercury car sales, Ford managed to pick up 0.6 of a point in truck market penetration. Ford Division sold 1,373,493 light trucks in 1990, down 2.03 percent from 1,401,994 in 1989. Ford's truck share was 29.9 percent in 1990, up from 29.3 percent in 1989.

Ford also lost much of its lead over Chevrolet in total light-vehicle sales. In 1989, Ford beat Chevrolet by 246,605 combined car and light-truck sales. In 1990, Ford's lead over Chevrolet was only 87,541.

Chevrolet regained the lead in car sales, although Ford increased its light-truck advantage. Ford beat Chevrolet by 130,488 light trucks in 1990, up from 92,157 trucks in 1989. It was the fifth year in a row that Ford topped Chevrolet in truck sales.

All Ford truck lines showed sales declines except for the combined Bronco II and Explorer, which soared 66.76 percent over 1989's Bronco II total. Explorer replaced the Bronco II when it was introduced in March 1990.

On the car side, the biggest sales losses occurred in the automaker's small and specialty lineups.

A redesigned Escort debuted in April 1990, but Escort sales dropped 13.43 percent for the year, due in part to production changeover.

The redesigned Mercury Tracer, Escort's counterpart, arrived in June. Tracer sales were down 40.49 percent for the year.

Ford said the 23 percent decline in Mustang sales was related to a large fleet order for Mustangs from a daily rental company in 1989.

Festiva sales declined 24.24 percent, and Probe sales were off 23 percent in 1990.

Ford and Mercury mid-sized cars also suffered:

- Thunderbird sales were off 12.04 percent
- Cougar declined 23.44 percent
- Taurus dropped 10 percent
- Sabie dropped 12.76 percent.

Another small contributor to Ford's overall car sales decline in 1990 was the elimination of the European-built Merkur cars.

Ford sold only 2,622 leftover Scorpio and XR4Ti models in 1990, down from 8,765 in 1989.

REVISED U.S. CAR AND LIGHT-TRUCK SALES, 12 MONTHS — 1990 vs. 1989 (ranked by total vehicle sales)

Make	Car Sales 1990	Car Sales 1989	1990 Share	1989 Share	Truck Sales 1990	Truck Sales 1989	1990 Share	1989 Share	Car & Truck Totals 1990	Car & Truck Totals 1989	% Share of Total Car & Truck Market 1990	% Share of Total Car & Truck Market 1989	Share Change (Points)	Sales Change (Percent)
Ford	1,321,149	1,502,878	14.2	15.4	1,373,493	1,401,994	29.9	29.3	2,694,642	2,904,872	19.4	20.0	-0.6	-7.2
Chevrolet	1,364,096	1,348,265	14.7	13.8	1,243,005	1,309,837	27.1	27.4	2,607,101	2,658,102	18.8	18.3	0.5	-1.9
Toyota	715,674	660,637	7.7	6.8	278,797	268,414	6.1	5.6	994,471	929,051	7.2	6.4	0.8	7.0
Dodge	361,689	447,688	3.9	4.6	465,953	548,429	10.1	11.5	827,642	996,117	6.0	6.8	-0.8	-16.9
Honda	716,495	641,041	7.7	6.6	—	—	—	—	716,495	641,041	5.2	4.4	0.8	11.8
Pontiac	636,390	678,968	6.8	6.9	29,875	3,226	0.7	0.1	666,265	682,194	4.8	4.7	0.1	-2.3
Nissan	421,981	498,505	4.5	5.1	175,662	163,188	3.8	3.4	597,643	661,693	4.3	4.5	-0.2	-9.7
Oldsmobile	511,781	600,037	5.5	6.1	26,075	2,122	0.6	0.0	537,856	602,159	3.9	4.1	-0.4	-10.7
Buick	536,667	542,917	5.8	5.6	—	—	—	—	536,667	542,917	3.9	3.7	0.2	-1.2
Plymouth	252,964	306,161	2.7	3.1	171,527	184,943	3.7	3.9	424,491	491,104	3.1	3.4	-0.3	-13.6
Mercury	390,794	474,673	4.2	4.9	—	—	—	—	390,794	474,673	2.8	3.3	-0.5	-17.7
Mazda	225,712	226,167	2.4	2.3	123,965	115,750	2.7	2.4	349,677	341,917	2.5	2.3	0.2	2.3
GMC	—	—	—	—	326,370	353,788	7.1	7.4	326,370	353,788	2.4	2.4	0.0	-7.7
Cadillac	258,168	266,899	2.8	2.7	—	—	—	—	258,168	266,899	1.9	1.8	0.1	-3.3
Lincoln	231,660	200,315	2.5	2.1	—	—	—	—	231,660	200,315	1.7	1.4	0.3	15.6
Jeep	—	—	—	—	196,863	249,170	4.3	5.2	196,863	249,170	1.4	1.7	-0.3	-21.0
Mitsubishi	149,507	111,769	1.6	1.1	41,223	38,707	0.9	0.8	190,730	150,476	1.4	1.0	0.4	26.8
Chrysler	185,535	196,125	2.0	2.0	2,891	1,812	0.1	0.0	188,426	197,937	1.4	1.4	0.0	-4.8
Acura	138,384	142,061	1.5	1.5	—	—	—	—	138,384	142,061	1.0	1.0	0.0	-2.6
Hyundai	137,448	183,261	1.5	1.9	—	—	—	—	137,448	183,261	1.0	1.3	-0.3	-25.0
Volkswagen	129,705	128,503	1.4	1.3	6,643	5,147	0.1	0.1	136,348	133,650	1.0	0.9	0.1	2.0
Isuzu	5,837	16,296	0.1	0.2	105,820	103,373	2.3	2.2	111,657	119,669	0.8	0.8	0.0	-6.7
Subaru	108,547	136,112	1.2	1.4	—	—	—	—	108,547	136,112	0.8	0.9	-0.1	-20.3
Volvo	89,894	102,580	1.0	1.0	—	—	—	—	89,894	102,580	0.6	0.7	-0.1	-12.4
Mercedes-Benz	78,375	75,714	0.8	0.8	—	—	—	—	78,375	75,714	0.6	0.5	0.1	3.5
BMW	63,646	64,881	0.7	0.7	—	—	—	—	63,646	64,881	0.5	0.4	0.0	-1.9
Lexus	63,534	16,302	0.7	0.2	—	—	—	—	63,534	16,302	0.5	0.1	0.4	289.7
Eagle	60,646	69,719	0.7	0.7	—	—	—	—	60,646	69,719	0.4	0.5	-0.1	-13.0
Saab	26,397	31,576	0.3	0.3	—	—	—	—	26,397	31,576	0.2	0.2	0.0	-16.4
Infiniti	23,960	1,759	0.3	0.0	—	—	—	—	23,960	1,759	0.2	0.0	0.2	1262.1
Audi	21,106	21,283	0.2	0.2	—	—	—	—	21,106	21,283	0.2	0.1	0.1	-0.8
Suzuki	6,525	6,008	0.1	0.1	13,979	24,172	0.3	0.5	20,504	30,180	0.1	0.2	-0.1	-32.1
Jaguar	18,728	18,967	0.2	0.2	—	—	—	—	18,728	18,967	0.1	0.1	0.0	-1.3
Daihatsu	10,630	15,111	0.1	0.2	4,354	298	0.1	0.0	14,984	15,409	0.1	0.1	0.0	-2.8
Porsche	9,139	9,476	0.1	0.1	—	—	—	—	9,139	9,476	0.1	0.1	0.0	-3.6
Yugo	6,359	10,576	0.1	0.1	—	—	—	—	6,359	10,576	0.0	0.1	0.0	-39.9
Range Rover	—	—	—	—	4,582	4,822	0.1	0.1	4,582	4,822	0.0	0.0	0.0	-5.0
Peugeot	4,292	6,095	0.0	0.1	—	—	—	—	4,292	6,095	0.0	0.0	0.0	-29.6
Sterling	4,015	5,907	0.0	0.1	—	—	—	—	4,015	5,907	0.0	0.0	0.0	-32.0
Alfa Romeo	3,482	2,850	0.0	0.0	—	—	—	—	3,482	2,850	0.0	0.0	0.0	22.2
Saturn	1,881	0	0.0	0.0	—	—	—	—	1,881	0	0.0	0.0	0.0	—
Rolls/Bentley*	1,200	1,200	0.0	0.0	—	—	—	—	1,200	1,200	0.0	0.0	0.0	0.0
Ferrari*	960	960	0.0	0.0	—	—	—	—	960	960	0.0	0.0	0.0	0.0
Lotus*	324	324	0.0	0.0	—	—	—	—	324	324	0.0	0.0	0.0	0.0
Maserati*	240	240	0.0	0.0	—	—	—	—	240	240	0.0	0.0	0.0	0.0
Lamborghini*	156	156	0.0	0.0	—	—	—	—	156	156	0.0	0.0	0.0	0.0
Aston Martin*	60	60	0.0	0.0	—	—	—	—	60	60	0.0	0.0	0.0	0.0
TOTAL	**9,295,732**	**9,771,022**	**100.0**	**100.0**	**4,591,077**	**4,779,192**	**100.0**	**100.0**	**13,886,809**	**14,550,214**	**100.0**	**100.0**	**0.0**	**-4.6**
TOTAL BIG 3	**6,113,420**	**6,634,645**	**65.8**	**67.9**	**3,836,052**	**4,055,321**	**83.6**	**84.9**	**9,949,472**	**10,689,966**	**71.6**	**73.5**	**-1.9**	**-6.9**
TOTAL JAPAN	**2,586,786**	**2,471,768**	**27.8**	**25.3**	**743,800**	**713,902**	**16.2**	**14.9**	**3,330,586**	**3,185,670**	**24.0**	**21.9**	**2.1**	**4.5**
TOTAL EUROPE	**458,078**	**481,348**	**4.9**	**4.9**	**11,225**	**9,969**	**0.2**	**0.2**	**469,303**	**491,317**	**3.4**	**3.4**	**0.0**	**-4.5**
GM	3,308,983	3,437,086	35.6	35.2	1,625,325	1,668,973	35.4	34.9	4,934,308	5,106,059	35.5	35.1	0.4	-3.4
Ford	1,943,603	2,177,866	20.9	22.3	1,373,493	1,401,994	29.9	29.3	3,317,096	3,579,860	23.9	24.6	-0.7	-7.3
Chrysler	860,834	1,019,693	9.3	10.4	837,234	984,354	18.2	20.6	1,698,068	2,004,047	12.2	13.8	-1.6	-15.3
Toyota/Lexus	779,208	676,939	8.4	6.9	278,797	268,414	6.1	5.6	1,058,005	945,353	7.6	6.5	1.1	11.9
Honda/Acura	854,879	783,102	9.2	8.0	0	0	0.0	0.0	854,879	783,102	6.2	5.4	0.8	9.2
Nissan/Infiniti	445,941	500,264	4.8	5.1	175,662	163,188	3.8	3.4	621,603	663,452	4.5	4.6	-0.1	-6.3
VW/Audi	150,811	149,786	1.6	1.5	6,643	5,147	0.1	0.1	157,454	154,933	1.1	1.1	0.1	1.6

*Estimate

GM market share inches upward

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

General Motors' rise in U.S. light vehicle market share last year was led by something old, something bold and something cold.

GM's 1990 share was 35.5 percent, up from 35.1 in 1989.

Chevrolet, Pontiac, Buick and Cadillac increased their shares of the U.S. light-vehicle market, despite small sales dips.

The solid performers in the something-old category were the N-cars — Pontiac Grand Am, Oldsmobile Cutlass Calais and Buick Skylark, all due for replacement in the 1992 model year.

Chevrolet provided the "bold" with its marketing of the Geo line of Japanese-created vehicles. Sales of the four Geo vehicles were up 49.9 percent from 1989.

The GM10, or W platform, intermediates — Chevrolet Lumina, Pontiac Grand Prix, Oldsmobile Cutlass Supreme and Buick Regal — all showed sales increases after starting life as cold sellers.

GM's aged H-sedans — Pontiac Bonneville, Buick LeSabre and Oldsmobile 88 — showed that a reputation for quality counts. LeSabre sales rose 4.6 percent on the strength of positive J.D. Power survey results. The other two cars dropped more than 20 percent.

The E-cars, Oldsmobile Toronado and Buick Riviera, gained sales in 1990. Of the high-volume J-cars, Pontiac Sunbird was up 21 percent and Chevrolet Cavalier held firm.

Sales were dismal for GM's aging A-cars. Pontiac 6000 (down 29.6 percent), Oldsmobile Cutlass Ciera (down 30 percent) and Buick Century (down 16.7 percent).

Cadillac saw a 44.3 percent increase in Seville, despite its looming replacement next fall.

Allante was up 4 percent, while DeVille and Fleetwood were down just 1 percent from 1989.

GM suffered double-digit percentage drops with the Chevrolet Camaro and Pontiac Firebird, Chevrolet Corsica-Beretta and Pontiac LeMans.

Chevrolet's light-truck share dropped from 27.4 percent to 27.1. Only the Geo Tracker and Chevrolet Lumina APV gained sales.

GMC's light-truck share fell from 7.4 to 7.1 percent. Only the Safari minivan and Suburban utility avoided sales drops.

Asian makers win 29% of U.S. car market

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

LOS ANGELES — As a group, Asian automakers again bucked the industry's downward sales trend and posted a 2.9 percent increase for 1990.

The figures include North American-built vehicles sold by the Asian firms, but they do not include captive imports sold by domestic automakers.

In 1990, the nine Japanese import companies and one Korean firm held 29.3 percent of the U.S. car market and 24.9 percent of the total car and truck market. That was up from 27.1 percent and 23.1 percent in 1989.

Toyota Motor Sales U.S.A. Inc. and American Honda Motor Co. Inc. were the big volume gainers. Mitsubishi Motor Sales of America Inc. scored the biggest percentage increase, 26.8 percent.

Nissan Motor Corp. in U.S.A., Mazda Motor of America Inc., American Isuzu Motors Inc., American Suzuki Motor Co., and Daihatsu America Inc. posted mixed results. Nissan, Mazda, Isuzu and Daihatsu sold more trucks in 1990 than they did in 1989, but each fell behind in cars. Suzuki beat year-ago car sales but lost ground in trucks.

With 63,534 Lexus sales, Toyota Motor Sales topped 1 million sales for the second time. And Toyota Division overtook Dodge Division as the third biggest marketer of cars and trucks.

Honda's Accord was again the best selling car in the United States.

Nissan had a tough year. Truck sales rose but not enough to offset a 15.3 percent drop in Nissan-badged car sales. Its new Infiniti unit sold 23,960 cars.

Mazda had a 2.3 percent gain, with cars down and trucks up.

Sales continued to decline sharply for Hyundai Motor America — down 25 percent in 1990.

Isuzu introduced the Rodeo sport-utility and continued to gain in trucks. But a big decline in car sales brought its overall sales down 6.7 percent. Subaru sales fell 20.3 percent; Suzuki was off 32.1 percent; and Daihatsu dropped 2.8 percent.

VW, Mercedes rise, but Europeans slide

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

NEW YORK — Sales of European imports fell 4.5 percent in 1990 to 469,303 units as only two major importers — Volkswagen and Mercedes-Benz — reported improvement over 1989.

Volkswagen United States Inc., the U.S. volume leader among European importers, posted a 2.0 percent increase for the year on sales of 136,348 units, with increases in both cars and vans. It was VW's first year-to-year gain since 1985.

Volvo Cars of North America, sputtered to 89,894, a 12.4 percent decline. Halfway through 1990, Volvo's volume had been down about 7.1 percent.

Despite a strong December, Saab Cars USA fell 16.4 percent to 26,397 for 1990, after a dip of about 18 percent the year before.

Mercedes-Benz of North America Inc., BMW of North America Inc. and Jaguar Cars Inc. also reported strong sales in December sales as buyers moved to beat the Jan. 1 luxury tax.

Mercedes posted 1990 sales of 78,375, a 3.5 percent improvement over 1989 and its first year-to-year increase since 1986.

BMW sold 63,646 cars in 1990, down 1.9 percent. Through November, BMW's sales had been down 6.0 percent. Jaguar volume fell 1.3 percent for the year to 18,728, after being down 3.3 percent through November.

Audi of America Inc., which had had been ahead of 1989 through November, ended up with 21,106, down 177 units for the year.

Porsche Cars North America Inc. declined 3.6 percent to 9,139 for 1990 after posting a 12.7 percent gain in the first half.

Among the smaller importers, Alfa Romeo Distributors of North America was up 22.2 percent. Its 1990 sales of 3,482 cars were helped by the debut of the 164.

Range Rover of North America Inc. sold 4,582 luxury sport-utilities in 1990, down 5.0 percent.

Sales were particularly poor for other small importers.

Peugeot Motors of America fell 29.6 percent; Sterling Motor Cars dropped 32.0 percent; and Yugo America plunged 39.9 percent.

IMPORTED CAR SALES, DECEMBER & YTD

	Dec. 1990	Dec. 1989	12 Mos. 1990	12 Mos. 1989
Acura	9,963	9,857	138,384	142,061
Alfa Romeo	307	171	3,482	2,850
Aston Martin*	5	5	60	60
Audi	1,349	1,890	21,106	21,283
BMW	6,862	4,463	63,646	64,881
Chevrolet/Geo	5,335	7,902	128,745	115,504
Chrysler	157	702	4,194	7,950
Daihatsu	564	1,215	10,630	15,111
Dodge	2,788	1,702	26,850	36,693
Eagle	748	839	13,210	23,028
Ferrari*	80	80	960	960
Ford	2,388	4,103	52,520	69,328
Honda	17,546	20,335	252,377	251,569
Hyundai	13,033	10,548	137,448	183,261
Infiniti	3,078	1,759	23,960	1,759
Isuzu	662	577	5,837	16,296
Jaguar	2,204	1,879	18,728	18,967
Lamborghini*	13	13	156	156
Lexus	6,743	4,545	63,534	16,302
Lotus*	27	27	324	324
Maserati*	20	20	240	240
Mazda	9,464	13,405	153,055	184,583
Mercedes-Benz	9,158	7,113	78,375	75,714
Mercury/Merkur	4,583	2,025	45,188	66,730
Mitsubishi	6,657	8,396	99,630	79,751
Nissan	18,212	20,164	312,406	395,371
Peugeot	346	474	4,292	6,095
Plymouth	1,389	1,636	21,484	34,516
Pontiac	1,790	917	39,081	44,641
Porsche	801	658	9,139	9,476
Rolls/Bentley*	100	100	1,200	1,200
Saab	2,147	1,444	26,397	31,576
Sterling	307	361	4,015	5,907
Subaru	5,396	7,646	92,729	136,112
Suzuki	279	306	6,525	6,008
Toyota	31,865	34,247	367,134	448,249
Volkswagen	7,718	8,148	129,705	128,503
Volvo	5,960	5,898	89,894	102,580
Yugo	250	628	6,359	10,576
TOTAL	**186,294**	**186,186**	**2,452,909**	**2,756,171**

*Estimate

DOMESTIC CARS, DAYS' SUPPLIES

	Jan. 1 1991	Dec. 1 1990	Jan. 1 1990
Summit	180	165	—
Talon	127	107	70
Premier	130	71	247
Total Eagle	**135**	**104**	**139**
Horizon	134	135	161
Laser	212	157	145
Sundance	94	93	92
Reliant	—	—	69
Acclaim	63	68	94
Total Plymouth	**88**	**87**	**106**
LeBaron A	187	170	—
LeBaron J	102	111	122
LeBaron GTS	—	—	324
Fifth Avenue (rwd)	—	—	157
Fifth Avenue (fwd)	90	89	105
Imperial	59	86	50
New Yorker C	126	116	141
Total Chrysler	**104**	**110**	**115**
Omni	136	139	142
Shadow	102	88	66
Monaco	35	42	—
Daytona	217	156	150
Aries	—	—	66
Lancer	—	—	322
Spirit	77	82	85
Dynasty	41	45	60
Total Dodge	**73**	**73**	**84**
CHRYSLER MOTORS	**87**	**86**	**100**
Escort	99	93	137
Mustang	111	68	123
Tempo	65	99	85
Taurus	59	73	62
Thunderbird	97	77	134
Probe	233	208	157
Crown Victoria	39	60	85
Total Ford Div.	**80**	**85**	**102**
Topaz	76	117	100
Sable	73	73	86
Cougar	75	93	122
Grand Marquis	118	101	87
Total Mercury	**86**	**93**	**96**
Continental	31	37	64
Town Car	23	49	56
Mark VII	74	102	125
Total Lincoln	**27**	**47**	**64**
Total L-M Div.	**57**	**72**	**84**
FORD MOTOR CO.	**72**	**81**	**96**
Skyhawk	—	—	92
Somerset/Skylark	70	93	105
Century	63	65	79
Regal	91	85	145
LeSabre	108	87	84
Reatta	73	84	205
Electra/Park Ave.	79	66	122
Riviera	144	131	97
Total Buick	**84**	**80**	**98**
Allante	100	125	189
Seville	59	107	57
DeVille	52	63	96
Brougham	79	50	57
Eldorado	76	78	97
Total Cadillac	**59**	**66**	**84**
Geo Prizm/Nova	54	82	75
Cavalier	82	75	70
Camaro	170	116	211
Celebrity	60	76	119
Corsica/Beretta	102	100	158
Lumina/Monte Carlo	82	97	101
Caprice	120	174	77
Corvette	53	87	94
Total Chevrolet	**79**	**95**	**102**
Calais	47	80	96
Cutlass Ciera	67	75	111
Cutlass Supreme	56	72	133
88	80	126	105
98	53	71	115
Toronado	65	109	75
Total Oldsmobile	**61**	**85**	**112**
Sunbird	60	68	75
Firebird	233	185	188
Grand Am	92	88	80
Pontiac 6000	74	97	85
Grand Prix	78	101	143
Bonneville H	86	97	99
Total Pontiac	**84**	**92**	**98**
Total Saturn	**24**	**59**	—
GENERAL MOTORS	**75**	**84**	**101**
HONDA	**70**	**30**	**32**
MAZDA	**99**	**98**	**110**
MITSUBISHI	**124**	**117**	**77**
NISSAN	**62**	**57**	**215**
TOYOTA	**27**	**32**	**32**
SUBARU	**125**	**169**	—
DOMESTIC TOTAL	**74**	**77**	**92**
Subcompact	**60**	**51**	**63**
Compact	**86**	**94**	**75**
Intermediate	**78**	**80**	**107**
Standard	**99**	**83**	**87**
Specialty	**81**	**91**	**116**

Car inventory off slightly in Dec.

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Domestic and overseas automakers reported a slight decline in new-car inventories in December, largely due to holiday plant closings and decreased production at U.S. auto plants.

Despite a lower daily selling rate in December compared to November, combined stocks of domestically produced and imported cars decreased to 1,942,913 on Jan. 1, compared to 2,005,207 on Dec. 1. The days' supply dropped to 75 days on Jan. 1 from 76 days on Dec. 1.

Stocks dropped for cars produced in the United States but increased for imports.

The number of unsold domestic cars was 1,386,181 on Jan. 1 for a 74-day supply. A month earlier, domestic inventories were at a 77-day supply with 1,471,897 cars waiting to be bought. Import inventories increased to a 77-day supply on Jan. 1, compared with 74 days in December. The number of unsold imports was 556,732, compared with 533,310 Dec. 1.

Among domestic automakers, Toyota Motor Sales U.S.A. Inc. reported the lowest days' supply — 24 — down from a 37-day supply on Dec. 1. General Motors and Ford Motor Co. lowered their stocks, but Chrysler Corp.'s inventories bulged from an 85-day to a 92-day supply.

The number of unsold American Honda Motor Co. Inc. cars swelled from a 29-day supply on Dec. 1 to a 61-day supply Jan. 1.

IMPORTED VEHICLES, DAYS' SUPPLIES

	Jan. 1 1991	Dec. 1 1990	Jan. 1 1990
Car			
Chevrolet	207	168	156
Chrysler Motors	185	126	158
Dodge	82	70	-
Acura	65	63	77
Daihatsu	57	60	58
Honda	50	27	39
Infiniti	40	46	-
Isuzu	569	430	67
Lexus	14	13	30
Mazda	72	52	62
Mitsubishi	73	109	169
Nissan	101	92	135
Subaru	71	72	102
Suzuki†	155	150	501
Toyota	37	41	55
JAPAN	**67**	**63**	**86**
Audi	174	183	154
BMW	103	81	87
Mercedes-Benz	26	40	32
Mercury	133	105	92
Porsche	63	77	95
Volkswagen	178	152	129
GERMANY	**105**	**102**	**91**
Alfa Romeo	144	184	109
Ford	167	112	116
Hyundai†	83	78	67
Jaguar	27	60	45
Peugeot	81	84	90
Pontiac	70	112	139
Eagle/Chrysler	36	186	88
Saab	53	79	83
Sterling	60	62	72
Volvo	118	134	97
Yugo	11	59	130
Other Countries	**88**	**96**	**85**
Total Import Cars	**77**	**74**	**86**
Truck			
Daihatsu	52	39	32
Geo Tracker	122	90	202
Isuzu*	118	129	76
Mazda*	93	67	88
Mitsubishi	41	48	87
Nissan*	103	70	57
Range Rover	65	73	34
Suzuki†	170	165	229
Toyota	34	35	42
Dodge	77	54	129
Total Imp. Trucks	**75**	**67**	**71**
Total Imp. Vehicles	**77**	**72**	**83**

*Includes domestic vehicles
†Estimated

INCENTIVE WATCH
CUSTOMER INCENTIVES

	Rebates	Expiration Date
Chrysler Corp. (1989-90)		
Chrysler	$500-2,000	3/31
Dodge cars	$700-1,500	3/31
Dodge trucks	$500-2,500	3/31
Eagle	$700-1,500	3/31
Jeep	$500-2,000	3/31
Plymouth	$700-1,000	3/31
All minivans	$1,000	3/31
Finance rates in lieu of rebate start at 6.7 percent		
Chrysler Corp. (1991)		
Chrysler	$500	3/31
Dodge cars	$500	3/31
Dodge truck	$300-1,500	3/31
Eagle	$400-500	3/31
Jeep	$700	3/31
Plymouth	$400-500	3/31
All minivans	$500	3/31
Finance rates in lieu of rebate start at 6.7 percent		
Ford Motor Co. (1990)		
Ford Festiva	$700	2/28
Ranger	$1,500	2/28
All Lincoln	$1,500	1/31
Ford Motor Co. (1991)		
Ford Escort, Festiva	$500	2/28
Ranger	$1,000	2/28
Mercury Tracer	$500	2/28
Grand Marquis	$1,000	2/28
Finance rate, in lieu of rebate, starts at 7.9 percent for 48 months or less.		
General Motors (1990)		
Buick Reatta*	$2,000	4/7
Other Buick*	$250-1,000	4/7
Cadillac	$1,200	4/7
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Other trucks	$500-1,500	4/7
Oldsmobile	$750-1,250	4/7
Pontiac Bonneville	$400-1,000	4/7
*Based on option package selected. All makes except Cadillac offer cut-rate financing in lieu of rebates.		
General Motors (1991)		
Buick Reatta	$2,000*	4/7
Other Buick	$250-1,000*	4/7
Cadillac Brougham	$1,500	3/31
Chevrolet Geo	$300-800	4/7
Other cars	$400-750	4/7
Trucks	$500-1,000	4/7
Oldsmobile	$500-1,000	4/7
Pontiac	$400-750	4/7
*Based on option package selected		
Hyundai (1991)	$500-1,575	4/3
Jaguar (1990-91) (all except '91 XJ6)	$5,000 for owners of '88 Jaguars	1/31
Mazda (1990)		
Cars	$750-1,500	2/28
Trucks	$1,000-1,250 plus free trim package	2/28
MPV	$886-1,246 discount on option packages	2/28
Subaru		
XT (1989-91)	$2,000	5/2
Justy (1990-91)	$500	2/12
Loyale (1991)	$300-$1,050	2/12
Toyota (1991)		
Celica GT, 4Runner	$800 discount on option packages	10/1

INCENTIVE WATCH
DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990-91)		
Jeep Cherokee	$250	1/31
Grand Wagoneer	$2,000	1/31
Minivans (1991) (without air bags)	$500	1/31
Cars	$250-1,000, quota	1/31
Ramcharger, Ram D-W pickups	$1,000	1/31
Ford Motor Co. (1990)		
Ford Taurus SHO	$3,000	2/28
Other cars	$800-1,500	2/28
Ford Bronco	$2,000	2/28
Other trucks	$900-1,100	2/28
Mercury Topaz	$800	2/28
Sable	$1,100	2/28
Cougar	$1,200	2/28
Grand Marquis	$1,500	2/28
All Lincoln	$2,000	1/31
Ford Motor Co. (1991)		
Ford Taurus SHO	$1,000	2/28
Crown Victoria	$750	2/28
Other cars	$100-700, based on sales	2/28
Ford trucks	$100-700, based on sales	2/28
Mercury Topaz, Cougar, Sable	$100-700, based on sales	2/28
General Motors (1990-91)		
Corvette	$3,000	2/4
Chevrolet C1500	$500	4/7
Audi (1990)		
100 Series	$3,000	1/31
Honda (1991)		
Accord	$300	3/31
Hyundai (1990)		
Excel	$1,000-1,500	4/3
Sonata	$2,000	4/3
Hyundai (1991)		
Sonata	$100-500, based on sales	4/3
Isuzu		
Impulse (1990)	$1,500	2/15
Trooper (90-91)	$1,300-1,700, quota	3/31
Pickup (1991)	$600-1,500, quota	3/31
Mitsubishi (1990-91)		
Cars	0-$2,000, quota	2/28
Trucks	0-$1,500 quota	2/28
Nissan (1990)		
Pathfinder	$1,500	4/2
Nissan (1990-91)		
Stanza	0-$1,500, quota	4/2
Pickups	$1,200	4/2
Peugeot (1989)		
405	$2,500-3,500	None
Suzuki (1990)		
Swift	$400-700	2/4
Sidekick	$1,000-1,500	2/4
Suzuki (1991)		
Swift	$400-500	2/4
Sidekick	$500	2/4
Toyota (1985-91)		
Corolla	$300-700, quota	2/4
Camry	$500-900, quota	2/4
Pickup	$200-900, quota	2/4
Volkswagen (1990)		
Cars	$500-1,500	None

Incentives just keep on growing

Six makers announce programs; even Honda gets into the act

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

The parade of consumer and dealer incentives continued last week with the announcements of new programs by six makers.

In one of its rare incentive programs, American Honda Motor Co. Inc. is offering a $300 per unit payback to dealers on all 1991 Accord models except the Special Edition and station wagon. The program runs through March 31.

Extended and/or revised incentives were announced last week by General Motors, Chrysler Corp., Hyundai Motor America, Mitsubishi Motor Sales of America Inc. amd Subaru of America Inc.

Buick, Oldsmobile, Pontiac and Chevrolet revised and extended their consumer incentive programs through April 7 on most 1990 and 1991 models, while Cadillac extended its current program through March 31.

Some GM divisions eliminated or cut rebates on some high-volume models and those whose inventories have been trimmed by incentives.

Chevrolet eliminated rebates on 1990-91 Geo Tracker, Camaro and Corsica; reduced rebates on the 1990 Geo Prizm by $500, Geo Storm by $300, Beretta by $250 and Cavalier by $100; but raised the payment $250 on the 1990 Lumina and 1991 Caprice.

Pontiac cut rebates $350 to $600 on most 1990 and 1991 models, while Oldsmobile slashed payments $500 to $1,500 on some 1990 models and $250 on the 1991 Cutlass Ciera. Buick cut the Reatta rebate $1,000.

Cadillac's customer incentive program pays dealers $1,200 on 1990 DeVille, Eldorado, Seville, Fleetwood and Brougham and $1,500 on the 1991 Brougham.

Buick's rebates, which are based on the option package selected, range from $250 to $1,000 on 1990s and 1991s. It is $2,000 on Reatta.

In lieu of a rebate, Buick, Oldsmobile, Pontiac and Chevrolet buyers may select cut-rate loans.

At Oldsmobile, rebates on 1990 models are $750 on the Cutlass Ciera and Silhouette, $1,000 on the Cutlass Calais, Cutlass Supreme, 88 and 98 and $1,250 on Toronado.

Rebates on 1991 models are $500 on Cutlass Ciera and Silhouette; $750 on Cutlass Calais, Cutlass Supreme and 88; $1,000 on Toronado.

Pontiac rebates on 1990s are $400 on LeMans, Firebird and Grand AM and $1,000 on Grand Prix and Bonneville. Rebates on 1991s are $400 on LeMans, $600 on Grand Prix and Bonneville and $750 on Grand Am.

Geo rebates on 1990 and 1991 models are $300 on the Metro, $500 on the Prizm and $800 on Storm.

Chevrolet consumer rebates on 1990s and 1991s are $400 on Cavalier, $500 on Beretta and $750 on Lumina. The 1991 Caprice has a $750 rebate.

Chevrolet also is offering $3,000 rebates to dealers on 1990 and 1991 Corvettes through Feb. 4.

Buyer rebates on 1990 and 1991 Chevrolet trucks are $500 on Astro and Lumina APV and $500 to $1,500 on others.

Chrysler Corp. announced a consumer incentive program on 1989, 1990 and 1991 models. It ends March 31. Cut-rate financing is offered instead of the rebates.

All 1989-90 minivans carry a $1,000 rebate. Top rebate on 1989 and 1990 models is $2,500 on Dodge Raider. Payments on other 1989-90 Dodge trucks and Jeeps range from $500 to $2,000.

The rebates are $1,500 on 1989-90 Dodge Monaco and Eagle Premier. Other 1989-90 cars are in the $500-to-$1,000 range.

Rebates on the corporation's 1991 models are $1,500 on Dodge R/W pickup (excluding diesel); $1,000 on Dodge Dakota pickup, Ram van and wagon and Ramcharger; and $700 on Jeep Comanche and Cherokee.

Also, $500 on all minivans; Dodge Monaco, Dynasty, Spirit and Shadow (excluding America and convertible); Chrysler Imperial, New Yorker Fifth Avenue, New Yorker Salon and LeBaron sedan; Plymouth Acclaim and Sundance (Except America); and Eagle Premier.

Chrysler also is offering a $400 rebate on the 1991 Plymouth Laser and Eagle Talon and a $300 rebate on the Dodge Ram 50 pickups.

Mitsubishi announced a quota-type incentive program for 1990 and 1991 Galant, Eclipse, Mirage, Montero and two-wheel-drive and 4wd pickups that pays $1,000 per unit for 26 to 50 percent of quota and $1,500 per unit for 51 percent or more. It also pays the dealer a bonus of $500 per unit retroactive to the first when combined Galant and Eclipse sales reach 25. The program ends Feb. 28.

Hyundai has dealer and consumer programs that run through April 3.

Under the consumer phase, rebates on are $500 to $1,000 on 1991 Excels and $750 to $1,575 on 1991 Sonatas.

Hyundai's dealer program includes a quota-type plan with rebates of $100 to $500 on 1991 Sonatas, per-unit payments of $1,000 to $1,500 on 1990 Excels and $2,000 on all 1990 Sonatas.

Subaru also has consumer and dealer incentives on 1990 and 1991 models. Consumer cashbacks are $500 on 1990 and 1991 Justys and $300 to $1,050 on 1991 Loyales.

Subaru dealer rebates are $700 to $900 in a quota-type plan on 1991 Legacys, $1,500 on 1990 Legacys without anti-lock brakes and $2,000 for models with ABS.

The 1990 Loyales bring $800 to $1,500 per unit. The rebates end Feb. 12.

BERTONE

FROM PAGE 1

firm, the Emotion has been dropped while being loaded onto a truck at Detroit Metro Airport.

According to Bertone officials, a "frantic" search began to find someone capable of patching the car back together.

But the search was complicated by the fact that the car is plaster — an old-world European styling medium. Most Japanese and American studios turned to wood, clay or fiberglass years ago.

The search quickly focused on General Motors.

"I got a call Friday morning stating that the plaster car had been damaged, and that it had to be back by Monday morning," said Dan Sullivan, executive in charge of prototype and process engineering. "I said send it over, but I hadn't worked on plaster in 36 years."

Working through the weekend on the unfamiliar material, however, Sullivan and his prototype team at GM's Design Center had the Emotion back on the stand at Cobo Center Monday morning, as promised.

One potential snag — matching the car's British racing-green paint — was solved when the Bertone factory shipped some by air.

"We thought it was going to be a big problem because of the time constraint," Panicco said. "But GM saved the car."

AUTOMOTIVE NEWS/JOE WILSDENS

Bertone's two-seat mid-engine concept car, the Emotion, is the designer's interpretation of the Lotus Esprit. The car is 162.4 inches long, 74 inches wide and has a 98-inch wheelbase.

Later, standing in front of his restored showpiece at Monday's debut, tears streaming down his face, Bertone said the same.

"GM saved this car," he said through an interpreter. "Without them, I could not have introduced it to Detroit."

The two-seat, mid-engine sports car drew rave reviews from most automotive journalists at its unveiling last Monday. Low, compact yet powerful, new but not bizarre, most in that first-day press crowd agreed that the Emotion model represented a *logical* extension of the Lotus pedigree.

Another Bertone score. *A triumph.*

"Bertone wanted to start a new trend, as well as express something with originality," said Paulo Caccamo, another Bertone assistant. "He thought that by displaying the model in Detroit, it would receive the recognition it deserved."

Not many noticed the scars around the wheel wells.

Bertone is exhibiting some other significant models at Detroit: His Nivola, powered by a Chevrolet Corvette engine; a GM-Opel convertible; the Citroen XM; and the Genesis, a van powered by a V-12 Lamborghini engine.

IRAQ

FROM PAGE 1

Ford Chairman Harold Poling said it had banned employees from flying commercial overseas flights this week. The company had also increased security at offices around the world.

Chrysler Corp. is advising employees not to travel to the Middle East but has no ban on trans-Atlantic trips.

GM said it was taking precautions over international travel but would not disclose details. It did fly a group of 60 European journalists back home from the Detroit show a day early "in the interest of safety," a spokesman said.

No matter what happens in the Persian Gulf, auto executives said the next few days could be critical in deciding what kind of year 1991 will be.

"If we have a protracted deployment of our troops — with all the uncertainty that brings with it and the drain on the nation's financial resources that brings with it — then we are going to have a pretty bad year," said Chrysler Motors President Robert Lutz.

"If we get this thing behind us, either through a negotiated settlement or through a short, sharp military conflict, then I think consumer confidence would return to a certain degree and we might have a fair year."

On another front, Subaru of America Inc. said it will reduce lease car payments by half for the families of reserve and national guard members serving in the Middle East. The offer is good until the lessee returns from active duty, or for a maximum of six months.

Overseas, Rolls-Royce Motor Cars' parent company, Vickers p.l.c., has employees in the Middle East because it is a tank manufacturer.

"They'll continue to be out there, or at least up until the very last minute," said Vickers spokesman Terrence Collis.

But those non-defense subsidiaries that do business in the Middle East, like Rolls-Royce Motor Cars, are abiding by British government advice to avoid regions of possible conflict, he said.

CONGRESS

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doesn't overproduce the other guy by at least nine to 14 dollars an hour and give the customer equal or better quality at the same time."

Lutz's harsh reality No. 2: "The public is right now in grave danger of being made suckers of by environmental extremists and by politicians pandering for cheap votes."

Lutz blasted a proposed corporate average fuel economy bill defeated last fall as "a crazy piece of legislation" that carries an exorbitant price tag.

The legislation would have increased fuel economy standards to more than 40 mpg by 2000. The bill died in the waning hours of the 101st Congress but its sponsor, Sen. Richard Bryan (D-Nev.), has said it will be reintroduced, perhaps this month.

TRW's Gorman said the automotive business today "can say our last goodbyes to the industry as we have known it for most of our working lives."

The globalization of markets, more stringent requirements on vehicle emissions, fuel economy and safety, more demanding consumers, shorter vehicle cycles and more differentiated models are reshaping the industry, Gorman said.

As the industry copes with fundamental and continuous changes, OEMs and suppliers must forge partnerships for a new era, Gorman said. Suppliers should be selected on the basis of their overall capabilities, not per-unit cost, he said. Systems suppliers should be involved from initial concept design to production. Manufacturers should commit to long-term supplier contracts. And both OEMs and suppliers "must develop a true partnership with a greater sense of common objectives and shared purpose than in the past," Gorman said.

Two scheduled speakers at the Automotive News World Congress have changed.

Robert E. Boruff, newly named vice president of manufacturing for Saturn Corp., will speak at 3:35 p.m. Tuesday. He replaces Guy Briggs, formerly vice president of Saturn's manufacturing operations, who was named group director of operations for General Motors' Truck & Bus Group earlier this month.

M.A. "Raz" Razaq, GM's regional director for Eastern Europe, will be unable to travel to Detroit because of GM's international travel ban caused by the Middle East crisis. Razaq was scheduled to address the Wednesday morning closing session of the congress. He will be replaced.

PRODUCTION

U.S. CAR

	Week Ended Jan. 12, 1991	Week Ended Jan. 5, 1991	Jan. to Date	Jan. 1 to Jan. 12, 1991	Jan. 1 to Jan. 13, 1990
Horizon	0	0	0	0	897
Sundance	0	0	0	0	3,329
Acclaim	2,500	1,112	3,612	3,612	0
Total Plymouth	**2,500**	**1,112**	**3,612**	**3,612**	**4,226**
LeBaron A	0	0	0	0	0
LeBaron J	0	0	0	0	0
LeBaron GTS	0	0	0	0	0
N. Yorker C-Class	300	210	510	510	0
Fifth Avenue	900	529	1,429	1,429	0
Imperial	300	200	500	500	0
Total Chrysler	**1,500**	**939**	**2,439**	**2,439**	**0**
Omni	0	0	0	0	1,027
Daytona	0	0	0	0	0
Shadow	0	0	0	0	3,375
Dynasty	3,300	2,035	5,335	5,335	0
Lancer	0	0	0	0	0
Spirit	2,300	1,834	4,134	4,134	0
Total Dodge	**5,600**	**3,869**	**9,469**	**9,469**	**4,402**
CHRYSLER MOTORS	**9,600**	**5,920**	**15,520**	**15,520**	**8,628**
Escort	0	2,847	2,847	2,847	5,156
Mustang	0	2,190	2,190	2,190	2,973
Tempo	0	1,967	1,967	1,967	0
Taurus	4,868	4,967	9,835	9,835	7,587
Thunderbird	0	1,344	1,344	1,344	0
Total Ford Div.	**4,868**	**13,335**	**18,203**	**18,203**	**15,716**
Topaz	0	653	653	653	0
Cougar	0	2,031	2,031	2,031	0
Sable	927	1,321	2,248	2,248	1,827
Total Mercury	**927**	**4,005**	**4,932**	**4,932**	**1,827**
Continental	1,257	644	1,901	1,901	1,695
Mark VII	220	117	337	337	828
Town Car	2,955	1,521	4,476	4,476	5,073
Total Lincoln	**4,432**	**2,282**	**6,714**	**6,714**	**7,596**
Total L-M Div.	**5,359**	**6,287**	**11,646**	**11,646**	**9,423**
FORD MOTOR CO.	**10,227**	**19,622**	**29,849**	**29,849**	**25,139**
Skyhawk	0	0	0	0	0
Skylark/Somerset	2,500	1,598	4,098	4,098	0
Century	0	0	0	0	0
Riviera	0	0	0	0	0
Electra/Park Ave.	1,497	1,579	3,076	3,076	2,327
LeSabre (fwd)	3,994	2,376	6,370	6,370	0
LeSabre (rwd)	0	0	0	0	312
Reatta	0	0	0	0	189
Total Buick	**7,991**	**5,553**	**13,544**	**13,544**	**2,828**
Eldorado	0	0	0	0	0
Seville	0	0	0	0	0
Brougham (rwd)	515	577	1,092	1,092	0
DeVille (fwd)	3,250	1,828	5,078	5,078	0
Allante	64	39	103	103	135
Total Cadillac	**3,829**	**2,444**	**6,273**	**6,273**	**135**
Cavalier	6,374	3,160	9,534	9,534	0
Camaro	0	0	0	0	0
Celebrity	0	0	0	0	0
Corsica/Beretta	4,000	0	4,000	4,000	0
Caprice	2,623	866	3,489	3,489	2,431
Corvette	480	288	768	768	0
Total Chevrolet	**13,477**	**4,314**	**17,791**	**17,791**	**2,431**
Calais	1,820	1,012	2,832	2,832	0
Cutlass Ciera	0	0	0	0	0
Cutlass Supreme	2,165	1,248	3,413	3,413	0
Toronado	0	0	0	0	0
88 (fwd)	1,658	1,217	2,875	2,875	1,723
88 (rwd)	0	0	0	0	0
98	2,030	1,032	3,062	3,062	0
Total Oldsmobile	**7,673**	**4,509**	**12,182**	**12,182**	**1,723**
Sunbird	2,728	1,358	4,086	4,086	0
Grand Am	0	0	0	0	0
Firebird	0	0	0	0	0
Grand Prix	0	0	0	0	0
Pontiac 6000	0	0	0	0	0
Bonneville	586	919	1,505	1,505	1,339
Safari/Parisienne	0	0	0	0	0
Total Pontiac	**3,314**	**2,277**	**5,591**	**5,591**	**1,339**
Total Saturn*	**529**	**529**	**1,058**	**1,058**	**0**
GENERAL MOTORS	**38,804**	**19,617**	**58,421**	**58,421**	**8,458**
DIAMOND-STAR	**3,538**	**2,096**	**5,634**	**5,634**	**4,742**
Civic	1,530	864	2,394	2,394	10,209
Accord	7,630	4,031	11,661	11,661	3,158
HONDA	**9,160**	**4,895**	**14,055**	**14,055**	**13,367**
MAZDA†	**4,190**	**2,266**	**6,456**	**6,456**	**7,586**
NISSAN	**3,300**	**1,905**	**5,303**	**5,303**	**3,966**
Corolla	2,100	1,233	3,333	3,333	3,450
Geo Prizm/Nova	2,100	1,259	3,359	3,359	3,505
NUMMI	**4,200**	**2,492**	**6,692**	**6,692**	**6,955**
SUBARU-ISUZU	**1,074**	**423**	**1,497**	**1,497**	**1,120**
TOYOTA	**4,800**	**2,648**	**7,248**	**7,248**	**7,677**
TOTAL CARS, U.S.	**86,791**	**61,884**	**148,675**	**148,675**	**87,555**
TOTAL CARS, CANADA	**16,997**	**7,254**	**30,792**	**30,792**	**14,571**
U.S., CANADA CARS	**103,098**	**69,138**	**179,467**	**179,467**	**102,126**
U.S., CANADA CARS AND TRUCKS	**156,102**	**113,770**	**279,503**	**279,503**	**191,815**

Monthly estimates may contain error of one or two units due to rounding.
†Total includes MX-6, 626, and Ford Probe

CANADIAN CAR

	Week Ended Jan. 12, 1991	Week Ended Jan. 5, 1991	Jan. to Date	Jan. 1 to Jan. 12, 1991	Jan. 1 to Jan. 13, 1990
Monaco	0	0	0	0	1,830
Premier	0	0	0	0	465
CHRYSLER MOTORS	**0**	**0**	**0**	**0**	**2,295**
Tempo	0	1,758	1,758	1,758	0
Topaz	0	726	726	726	0
Crown Victoria	0	0	0	0	2,692
Grand Marquis	0	0	0	0	3,068
FORD MOTOR CO.	**0**	**2,484**	**2,484**	**2,484**	**5,760**
Celebrity	0	0	0	0	0
Cutlass Ciera	1,780	712	2,492	2,492	0
Lumina	5,000	0	5,000	5,000	0
Regal	3,000	0	3,000	3,000	0
GENERAL MOTORS	**9,780**	**712**	**10,492**	**10,492**	**0**
CAMI	**2,647**	**1,588**	**4,235**	**4,235**	**0**
HONDA	**2,150**	**1,242**	**3,392**	**3,392**	**3,852**
HYUNDAI	**800**	**333**	**1,133**	**1,133**	**628**
TOYOTA	**1,350**	**806**	**2,156**	**2,156**	**1,720**
VOLVO	**180**	**89**	**269**	**269**	**324**
TOTAL CARS, CANADA	**16,997**	**7,254**	**30,792**	**30,792**	**14,571**

U.S. TRUCK

Caravan	2,200	1,426	3,626	3,626	4,093
Dakota	1,800	1,062	2,862	2,862	1,300
Caravan C/V	25	4	29	29	242
Ram pickups	1,700	1,096	2,796	2,796	1,600
Total Dodge	**5,725**	**3,588**	**9,333**	**9,333**	**7,235**
Cherokee	0	0	0	0	0
Comanche	0	0	0	0	0
Grand Wagoneer	0	0	0	0	0
Wagoneer	0	0	0	0	0
Total Jeep	**0**	**0**	**0**	**0**	**0**
Voyager	1,700	962	2,662	2,662	3,824
Town & Country	50	45	95	95	113
Total C-P Div.	**1,750**	**1,027**	**2,777**	**2,777**	**3,937**
CHRYSLER MOTORS	**7,475**	**4,635**	**12,110**	**12,110**	**11,170**
Aerostar	0	2,337	2,337	2,337	3,200
Bronco	0	572	572	572	1,153
Bronco II/Explorer	5,456	2,713	8,169	8,169	2,212
Navajo	411	216	627	627	0
Econoline	0	1,907	1,907	1,907	3,185
Mediums/Heavies	0	695	695	695	2,312
Light trucks	890	5,461	6,351	6,351	9,588
Ranger	6,542	4,145	10,687	10,687	3,196
Total Ford Div.	**13,299**	**18,046**	**31,345**	**31,345**	**24,846**
FORD MOTOR CO.	**13,299**	**18,046**	**31,345**	**31,345**	**24,846**
Astro	2,455	1,264	3,719	3,719	0
Blazer	0	0	0	0	0
Lumina APV	0	0	0	0	2,290
Mediums/Heavies	200	109	309	309	480
P-Model	0	0	0	0	0
Pickups	68	39	107	107	316
S-10	5,466	3,426	8,894	8,894	6,482
S-10 Blazer	976	673	1,649	1,649	123
Sportsvan/Van	0	0	0	0	0
Suburban	0	0	0	0	0
Total Chevrolet	**9,167**	**5,511**	**14,578**	**14,578**	**9,691**
Jimmy	0	0	0	0	0
Mediums/Heavies	400	244	644	644	593
P-Model	0	0	0	0	0
Pickups	36	20	56	56	112
S-15/Sonoma	1,376	812	2,188	2,188	2,048
S-15 Jimmy	341	276	617	617	36
Safari	1,300	578	1,878	1,878	0
Suburban	0	0	0	0	0
Vandura/Rally Vans	0	0	0	0	0
Total GMC	**3,453**	**1,930**	**5,383**	**5,383**	**2,789**
Silhouette	0	0	0	0	962
Bravada	388	180	568	568	0
Total Oldsmobile	**388**	**180**	**568**	**568**	**962**
Pontiac Trans Sport	0	0	0	0	2,078
GENERAL MOTORS	**13,008**	**7,621**	**20,629**	**20,629**	**15,520**
NAVISTAR	**1,645**	**0**	**1,645**	**1,645**	**2,537**
NISSAN	**3,200**	**1,889**	**5,149**	**5,149**	**5,128**
SUBARU-ISUZU	**1,250**	**297**	**1,547**	**1,547**	**1,120**
AM GENERAL	**450**	**450**	**900**	**900**	**900**
MISCELLANEOUS	**3,000**	**3,000**	**6,000**	**6,000**	**6,000**
TOTAL TRUCKS, U.S.	**43,367**	**35,938**	**79,325**	**79,325**	**67,221**

CANADIAN TRUCK

Caravan	2,668	1,672	4,340	4,340	6,305
Caravan C/V	77	59	136	136	375
Ram Wagon	0	0	0	0	0
Ram Van	0	0	0	0	0
Total Dodge	**2,745**	**1,731**	**4,476**	**4,476**	**6,680**
Voyager	2,275	1,334	3,609	3,609	4,594
Total Plymouth	**2,275**	**1,334**	**3,609**	**3,609**	**4,594**
Wrangler	1,500	960	2,460	2,460	0
Total Jeep	**1,500**	**960**	**2,460**	**2,460**	**0**
CHRYSLER MOTORS	**6,520**	**4,025**	**10,545**	**10,545**	**11,274**
FORD MTR. (R. Iris.)	**0**	**1,672**	**1,672**	**1,672**	**2,258**
Light trucks	3,265	1,313	4,578	4,578	6,106
Vans	0	0	0	0	2
Total Chevrolet	**3,265**	**1,313**	**4,578**	**4,578**	**6,108**
Light trucks	985	1,035	2,020	2,020	2,471
Vans	0	0	0	0	1
Total GMC	**985**	**1,035**	**2,020**	**2,020**	**2,472**
GENERAL MOTORS	**4,250**	**2,348**	**6,598**	**6,598**	**8,580**
CAMI	**1,082**	**649**	**1,731**	**1,731**	**0**
NAVISTAR	**185**	**0**	**185**	**185**	**358**
TOTAL TRKS., CANADA	**12,017**	**8,694**	**20,711**	**20,711**	**22,468**
U.S., CANADA TRKS.	**55,404**	**44,632**	**100,036**	**100,036**	**89,689**

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.

U.S. output far above early 1990

By Anne E. Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

In the second week of 1991, U.S. car and truck production rose 57.96 percent above the year-ago week, when 31 Big 3 plants were down in response to high inventories.

Estimated U.S. auto production last week was 86,791, up 40.25 percent from the prior week and 74.30 percent above 1990.

Year-to-date, 148,675 cars have been produced, 69.81 percent ahead of 1990.

Last week, U.S. truckmakers' estimated output was 43,387, up 20.73 percent over the prior week and 33.01 percent above the same week in 1990.

So far this year, 79,325 trucks have been assembled, 18.01 percent above 19[illegible].

All General Motors plants are scheduled to run this week except the Reatta Craft Centre in Lansing, Mich.

GM's Lordstown, Ohio, car line (Chevrolet Cavalier and Pontiac Sunbird) worked Saturday overtime last week.

Ford Motor Co. Chairman Harold Poling announced last week that the company expects to have 36 plant weeks of downtime in the first quarter. That averages about 2½ weeks of downtime per U.S. assembly plant.

Six Ford Motor Co. assembly plants are idle this week. They are: Lorain, Ohio (car and truck lines); Norfolk, Va.; Michigan Truck in Wayne, Mich.; Dearborn, Mich.; St. Paul, Minn.; and Edison, N.J. (truck).

Chrysler Corp.'s Warren, Mich., truck facility is idle this week for inventory adjustment. Production is expected to resume Feb. 4.

Chrysler's St. Louis (No. 1); Toledo, Ohio; and Sterling Heights, Mich., plants remain idle this week.

Canada cars show big gain

Canadian auto production was estimated at 16,907 units last week, 133.07 percent above the prior week and 75.44 percent above the same week in 1990.

So far this year, 30,792 units have been assembled, 111.32 percent above last year's total.

Truckmakers' estimated assembly was 12,017 units last week, 38.22 percent above the prior week and 4.04 percent below the year-ago week.

Year-to-date, 20,711 trucks have been assembled, 7.82 percent below last year.

NOTE

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